

JANUARY 16, 1936

# HARDWARE AGE

Published  
Every Other Thursday

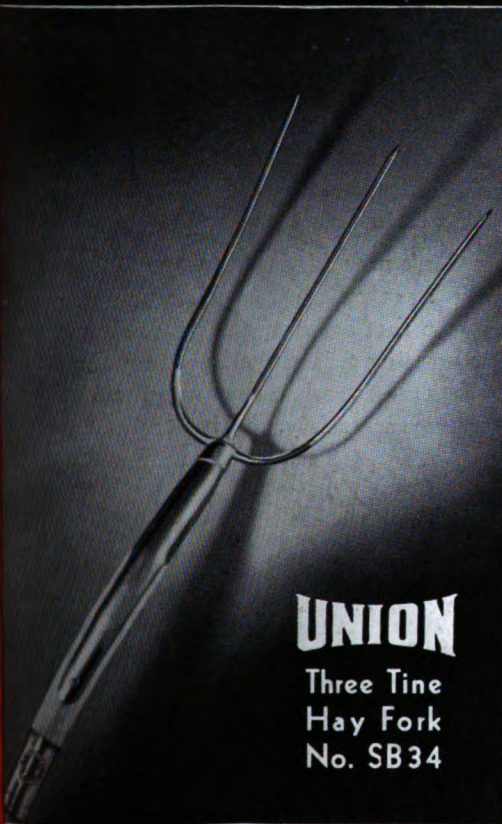
**FOR PROOF  
WE'LL SEND YOU  
THIS TOOL FREE!**

We want every hardware dealer in the U. S., before he places any more orders for farm and garden tools, to have an opportunity to compare our 1936 line with the brand he has been selling:

- 1 Because we have created new EYE APPEAL that DOUBLES THE SALABILITY OF TOOLS, by new improvements in polish, finish, packaging and labeling, and by the use of "All-White" handles on all first quality tools,
- 2 Because we have now made every tool RENEWABLE FOR LONGER LIFE, by means of an exact duplicate repair handle whose identifying number is permanently stamped in the handle of every tool we make. WE GUARANTEE that the repaired tool will have the same perfect balance, the exact "feel" and "hang" of the original tool.

**FREE PROOF:** Send us your name and address, name of jobber from whom you buy, and 25c to cover postage. We will immediately mail this Hay Fork\* with its correct Replacement Handle (the two worth \$2.10 retail). Then judge for yourself why dealers, everywhere, are INSISTING that their jobbers supply them with UNION Tools this year.

\* If you sell to city trade mostly, ask for No. G7 UNION Field and Garden Hoe in place of the Hay Fork. Offer good only until Feb. 1st, 1936.



**UNION**

Three Tine  
Hay Fork  
No. SB34

**THE UNION FORK & HOE COMPANY**

COLUMBUS, OHIO . . . FRANKFORT, N. Y.

Representatives: H. J. McCarty, 253 Broadway, N. Y. City; John T. Rowntree, Inc., Los Angeles; Henry Keidel & Co., Baltimore

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The Big  
**RANGE NEWS**  
of 1936  
**AIR~SEAL**  
*Streamline*

*Announcing* **ALLEN'S Air-Seal**  
*Streamline Range*

**ALLEN**

Introduces Revolutionary  
New Principle of  
Design and Construction

Tremendous Sales and Profit  
Opportunities for Wide-Awake  
Dealers

NEW as today! Utterly different!  
An amazing combination of 19 sensa-  
tional features. New standards of  
beauty. New standards of heating  
speed . . . fuel economy . . . cook-  
ing efficiency. Super-construction  
throughout.

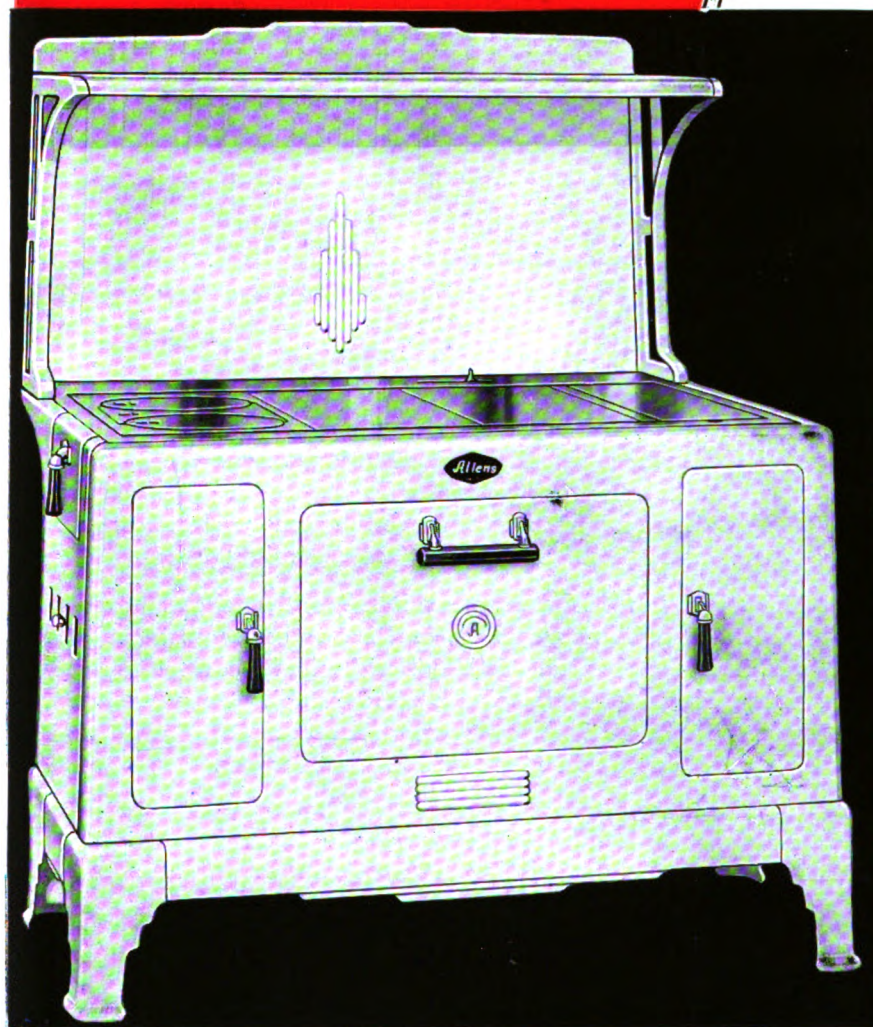
No other range in the world has the  
revolutionary Air-Seal Body . . . it's  
an exclusive Allen triumph, patent  
applied for. Air-Seal preserves the  
matchless beauty of the fine two-tone  
porcelain finish.

Allen's new Air-Seal Range is backed  
by a complete merchandising pro-  
gram that sells ranges. Lose no time  
in getting this range before your cus-  
tomers—for when they see it no other  
range can satisfy. Write today.

**Allen Jobbers**

BOSTON, MASS.  
Prescott & Company  
CLEVELAND, OHIO  
The Geo. Worthington Co.  
DES MOINES, IOWA  
Brown-Camp Hardware Co.  
EVANSVILLE, INDIANA  
Small & Schelosky Co.  
MADISON, WISCONSIN  
Wisco Hardware Co.  
MILWAUKEE, WISCONSIN  
John Pritzlaff Hdw. Co.  
MINNEAPOLIS, MINN.  
Hall Hardware Co.  
PLATTSBURG, N. Y.  
A. H. Marshall Co., Inc.  
ST. JOSEPH, MISSOURI  
Wyeth Hdw. & Mfg. Co.  
SAN FRANCISCO, CAL.  
A. D. Wunder Co.  
SPOKANE, WASHINGTON  
Jensen-Byrd Company

**ALLEN MANUFACTURING CO.**  
Nashville, Tenn.



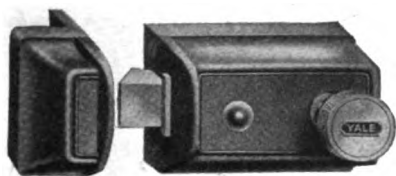
**HARDWARE AGE**



**"Now you won't forget to lock your door"**

**Show your  
customers**

# **"THE LOCK THAT NEVER FORGETS!"**

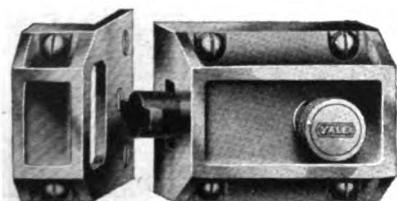


**YALE DEADLATCH No. 44**

Operates with knob from inside, pin-tumbler cylinder key from outside.

No. 44½ has no knob—cylinder and key operation inside and out. Attractive wrinkled brass finish.

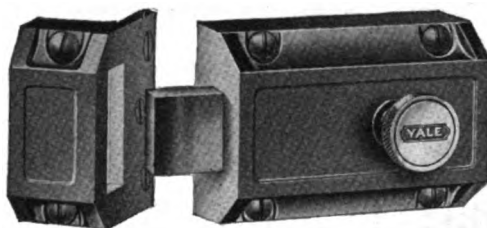
**Y**OU ARE RENDERING your customers a genuine service when you sell them maximum security—and this modern YALE Deadlatch is an excellent lock for you to feature. It is called "the lock that never forgets" because it deadlocks *automatically* with a double throw of the bolt whenever the door is closed. It is an ideal auxiliary lock for use on entrance doors of houses and apartments. Show it at every opportunity—it is its own best salesman!



**YALE DEADLOCK No. 192**

This is called the "rotary bolt" deadlock. The  $\frac{3}{4}$  inch bolt turns as it enters the strike, holding the case and strike together in a grip of solid steel.

## **Other fine YALE Auxiliary Locks**



**YALE DEADLOCK No. 10**

This lock is known as the "steel bar deadlock" because its effect is similar to having a massive bar of hardened steel across the door.

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**THE YALE & TOWNE MFG. CO., Stamford, Conn., U.S.A.**

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# Your customers know the difference between **Rubberset Paint Brushes** and ordinary paint brushes

## ● Find out for yourself How Rubberset Profits Beat Ordinary Profits All Hollow!

**Y**OUR CUSTOMERS prefer Rubberset Paint Brushes and here is the reason why: Rubberset Brushes have better bristles and they're set in a way that only craftsmen trained in the true art of making fine brushes can duplicate. The finest paint brush bristles from all over the world go into Rubberset Brushes. And they're everlastingly set in *hard* rubber by the original and only genuine Rubberset Process.

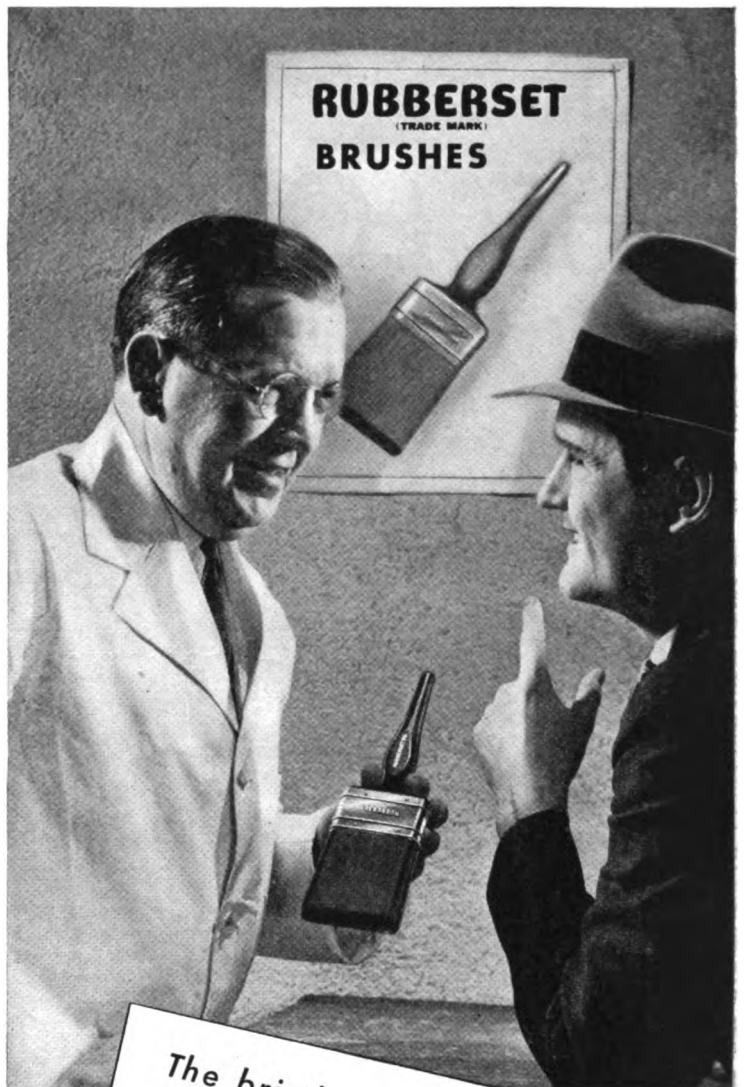
Imitation, such as "set-in-rubber" or "vulcanized in rubber," is the sincerest flattery, and the Rubberset Process has been imitated from Topeka to Timbuktoo. But it's never been duplicated. No other set-in-rubber brush is a Rubberset Brush.

### SIMPLIFIED RUBBERSET LINE GIVES QUICKER TURNOVER, BIGGER PROFITS

It was true 50 years ago—it's just as true today: There's a Rubberset Paint Brush for every job and every painter. Still, the Rubberset catalogue has been cut in half. This reduction cuts down your inventory and turns over your stock in double-quick time.

Hardware dealers everywhere report that profits have gone up as much as 100% since the Rubberset line was simplified—but there still is a Rubberset Brush for every job. You never have to turn away a brush customer when you feature Rubberset!

**ONLY A  
BRUSH THAT  
IS TRADE MARKED  
RUBBERSET  
(TRADE MARK)  
IS A GENUINE  
RUBBERSET  
BRUSH**



*The bristles make the brush*  
The difference between a RUBBERSET BRUSH and an inferior brush lies in the bristles and the way they're set. Rubberset Paint Brushes are made with genuine imported bristles, the finest in the world. They're set in *hard* rubber, by the time-honored and *exclusive* Rubberset Process. Rubberset Paint Brushes, bought 30 years ago, are still giving excellent service.

# RUBBERSET COMPANY

56 FERRY ST.  
NEWARK, N. J.

ESTABLISHED 1873

PAINT BRUSH DIVISION

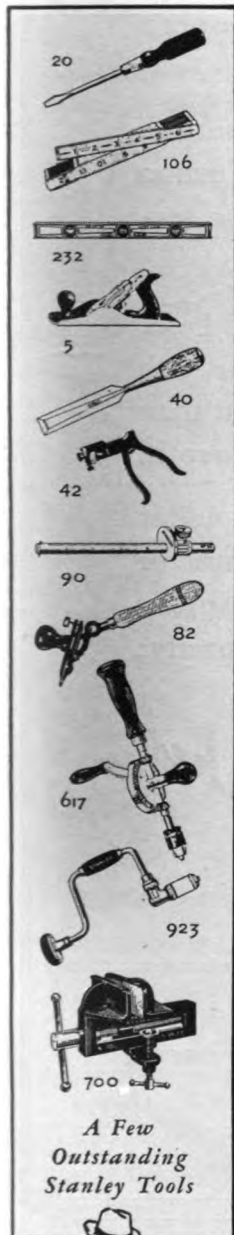
NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO.



# This Month---Find New Profits in STANLEY HAMMERS

To help you sell more quality tools in 1936 Stanley will offer you every aid possible. It is our intention to give you definite, concrete sales suggestions and sales helps which will increase your profits from the sale of popular Stanley Tools.

This month it is Stanley Hammers. Use the sales points featured below as your guide, pass them along to your sales people, get them to point out these product advantages to your customers—increased sales of quality Hammers will result.



AND HERE ARE THE SELLING POINTS THAT WILL BRING YOUR PROFITS

★  
**Stronger  
Heads**

Stanley Hammer Heads are stronger, because they are made of special analysis steel, super heat-treated. Faces and claws are individually hardened and tempered.

★  
**Crowned and  
Chamfered Faces**

An important feature of Stanley Hammers is the crowned face with a wide chamfer. The claws are beveled to grip and pull a nail by the shank.

★  
**"Evertite"  
Handle Fit**

Stanley handles are pre-shrunk before being driven into the heads. This prevents swelling or shrinking—the common cause of loose heads.

★  
**Correct  
Balance**

Holding a Stanley Hammer in his hand, your customer can note the better, surer "feel" which results from Stanley scientific balance of weight.

★  
**Selected  
Hickory Handles**

Stanley Hammer Handles are noted for their strength. They are made from young, live, straight grained hickory. Carefully inspected during manufacture.

SELLING POINTS LIKE THESE WILL ENABLE YOU TO SELL STANLEY QUALITY TOOLS AT A PROFIT. SELL STANLEY TOOLS INTELLIGENTLY AND YOU WILL BE WELL REPAYED BY MORE PROFITABLE RESULTS.

**STANLEY TOOLS**  
NEW BRITAIN, CONN.

## STANLEY MAKES EVERY TYPE OF HAMMER

Every requirement in Hammers can be met from the Stanley line. Concentrate on the line which is better known. The quality of Stanley Hammers is universally recognized. They are easier to sell. Make 1936 a good year for quality tool sales. Take advantage of the sales assistance Stanley offers.



Carpenters



Instructors



Home Workshop Fans



Farmers



Automobile Mechanics



Industrial Workers



Occasional Tool Users

THEY ALL LOOK TO STANLEY — *The Tool Box of America* — FOR THEIR TOOLS

# ALWAYS AT THE TOP

By E. B. GALLAHER  
Editor, Clover Business Service  
Treasurer, Clover Mfg. Co.

**I**N EVERY INDEPENDENTLY-OPERATED TEST where Clover Color-Stripe Coated Abrasives have been compared with the best available competitive goods, they have never failed of acceptance, because they have always reached the highest standard.

It is for this reason that Clover Abrasive Papers and Cloths are found in many of our most important industrial plants, where only the proven best can gain entrance.

We have made Coated Abrasives since 1925 — employed nothing but the very highest quality materials and the most skillful talent in their production from the very first—preferred to operate in the red for several years rather than to sacrifice quality.



In recent years, we have operated on a profitable basis, and the quality of our product has increased each year with the state of the art. **There is nothing better to be had than Clover Color-Stripe Coated Abrasives—we can prove it.**

The Jobber, to gain his share of this 10-million-dollar Coated Abrasives business, must have **quality**—he must be able to compete with anyone, both in quality and in price. He must have a reliable source of supply—backed by ample plant capacity; amply financed. His source of supply must work with him.

We are prepared to supply all these elements of success to any Jobber who seeks a highly-profitable share of this great 10-million-dollar volume.

May we not show you what we have to offer?

*Gallagher*

**CLOVER MANUFACTURING COMPANY**  
NORWALK, CONN., U.S.A.

**SANDPAPERS**

**METAL-WORKING PAPERS AND CLOTHS**

**WOOD-WORKING PAPERS AND CLOTHS**

**CLOVER GRINDING AND LAPPING COMPOUNDS**

**E. B. GALLAHER:**  
Clover Mfg. Co., Norwalk, Conn.

You may send me, without obligation, samples of:

<input type="checkbox"/>	Green-Stripe	Flint Sandpaper.	
<input type="checkbox"/>	Red-Stripe	Turkish Emery Cloth.	OC
<input type="checkbox"/>	Yellow-Stripe	Aluminous Oxide Metal-Working Cloth.	
<input type="checkbox"/>	Yellow-Stripe	Aluminous Oxide Wood-Working Cloth.	
<input type="checkbox"/>	Yellow-Stripe	Aluminous Oxide Wood-Working Paper.	
<input type="checkbox"/>	Orange-Stripe	Garnet Cloth.	
<input type="checkbox"/>	Orange-Stripe	Garnet Paper.	
<input type="checkbox"/>	Clover Grease-Mixed	Grinding Compound.	
<input type="checkbox"/>	Clover Water-Mixed	Valve-Grinding Compound.	

Name \_\_\_\_\_

Address \_\_\_\_\_

Character of Business \_\_\_\_\_



# Speed up your sales

WITH THESE OSBORN PAINT BRUSH ASSORTMENTS

## and Increase Your Profits!

Brilliant... Modern... Eye-compelling Displays! Brushes... handles in striking colors contrasting with glistening black bristles. Prices in tune with present-day demand for VALUES! Place your orders NOW!

### THE OSBORN MERCHANDISER... A REAL PROFIT MAKER!

The Osborn Merchandiser is a proven sales producer. This strongly-built, permanent display is FREE with Merchandiser assortment of Osborn Varnish, Enamel, Lacquer and Flat Wall Paint Brushes. Size of display, at base, 17 $\frac{3}{8}$ -inches wide, 14 $\frac{1}{4}$ -inches long. Compartments in back for brush stock.



### FAST SELLING 10¢ VALUES No. 4341 VARNISH BRUSH ASSORTMENT

An Osborn Assortment of 10c Varnish Brushes will always sell. Handles are finished in striking colors. The display is compact and attractive. Assortment contains four dozen brushes.

Quan.	Size	Length of Bristle	Color of Handles	Suggested Retail Price
2 Doz.	1"	1 $\frac{7}{8}$ "	Red	10c
1 $\frac{1}{2}$ Doz.	1 $\frac{1}{2}$ "	1 $\frac{7}{8}$ "	Yellow	10c
$\frac{3}{4}$ Doz.	2"	1 $\frac{7}{8}$ "	Blue	10c

Brushes are made of pure Black Chinese Bristle, Vulcanized in Rubber, Nickeled Ferrule.

### POPULAR 10-15-25¢ VALUES No. 4342 VARNISH BRUSH ASSORTMENT

This sales-compelling, compact display will sell quickly these Varnish Brushes with handles in striking colors. Assortment contains three dozen brushes.

Quan.	Size	Length of Bristle	Color of Handles	Suggested Retail Price
1 Doz.	1"	1 $\frac{7}{8}$ "	Brown	10c
1 Doz.	1 $\frac{1}{2}$ "	2 $\frac{1}{8}$ "	Orange	15c
1 Doz.	2"	2 $\frac{1}{8}$ "	Green	25c

Brushes are made of pure Black Chinese Bristle, Vulcanized in Rubber, Nickeled Ferrule.



### 50¢ - 75¢ - \$1.00 VALUES

#### No. 22 WALL BRUSH ASSORTMENT

Here is your opportunity to meet the demand for low-priced wall brushes. Each Brush is an outstanding value. Handles are finished in striking colors. Assortment contains only one dozen brushes.

Quan.	Size	Length of Bristle	Color of Handles	Suggested Retail Price
$\frac{1}{4}$ Doz.	3"	2 $\frac{3}{4}$ "	Brown	50c
$\frac{1}{2}$ Doz.	3 $\frac{1}{2}$ "	3"	Green	75c
$\frac{1}{4}$ Doz.	4"	3 $\frac{1}{4}$ "	Orange	\$1.00

Brushes are made of pure Black Chinese Bristle, Vulcanized in Rubber, Nickeled Ferrule.

THE OSBORN MANUFACTURING COMPANY • 5401 HAMILTON AVENUE • CLEVELAND, OHIO

JANUARY 16, 1936

7



"  
I'm  
making money  
**SELLING GLASS...**

"Analyzing my glass sales, I find that there are three fundamental reasons for the consistent, substantial profit they show.

"First, is the fact that I standardize on L.O.F Quality Glass. This glass is easier to sell because national advertising over many years has made its superiorities thoroughly familiar to the public.

"Second, is the fact that L.O.F Quality Glass is a more profitable glass to handle. The more perfect annealing it receives in the longest lehrs used in the industry makes

it less brittle and, therefore, easier to cut. Excessive breakage is a factor that has never eaten into my glass profits.

"Third, is the fact that I maintain an attractive, permanent glass display, have my jobber's salesman help me keep an adequate, balanced stock, and instruct my clerks to talk about glass at every possible opportunity.

"I think I sell glass intelligently. And when I sell glass, I invariably sell allied items along with it. So my glass department not only

makes money itself, but builds up additional profit in other departments. Take a tip from me. Push glass, and you'll see an amazingly profitable turnover."

• • •

*L.O.F Quality Glass has a lastingly brilliant finish, is always of uniform quality and thickness and has a surface considerably flatter than that of ordinary window glass. It is so free from wave that you get a clearer, sharper image when you look through it. Superior quality, nationally advertised, has created a marked consumer preference for this superior product. Libbey • Owens • Ford Glass Company . . . Toledo, Ohio.*

  
**LIBBEY • OWENS • FORD**  
*Quality Glass*



Right: The Globe Machinery & Supply Company, Des Moines, Iowa, finds this 1½ to 2-ton International Model C-35 well suited for its hauling.



INTERNATIONAL  
HARVESTER

**Thanks you  
for the Biggest  
Increase in**

**Registrations**

**Made by Any Lead-  
ing Truck . . .** and

looks forward to another  
big year of transportation  
progress.

**INTERNATIONAL  
TRUCKS**

Note: R. L. Polk & Co. reports 74% gain in International Truck registrations—and 26% gain in registrations for the entire truck industry—for the first ten months of 1935 over the same period in 1934.

**THIS BIG INCREASE** in International registrations climaxes a long, steady record of International Truck popularity. For more than a quarter-century business men have come to International Harvester when they have needed the most reliable truck transportation and the soundest kind of truck economy. International's position in the industry has long reflected this well-established, growing popularity.

When the demand for such a well-established truck is increased 74% in any year, *that is news for all truck buyers.* And it is a guidepost for the man who wants the most for his truck money. Go to the nearby International Truck dealer or Company-owned branch and see for yourself just why International Truck registrations have increased 74% while registrations for the entire truck industry have increased 26%.

INTERNATIONAL HARVESTER COMPANY  
(INCORPORATED)  
606 So. Michigan Ave. Chicago, Ill.

**The Most Complete Line of  
Trucks on the Market . . .  
from Half-Ton Light-  
Delivery to Heavy-Duty  
Six-Wheelers. . . .**

**SQUAD THAT  
SET NEW  
NATIONAL  
RECORD**



**SMALL**



**HALL**



**JONES**



**TORGE**



**ZWEINER**



**CLARK**



**KIEHL**



**ROYALL**



**HIESTAND**



**DETROIT POLICE TEAM**



**Left PRATT**

# Western's Grand Means More Business

**I**N 1935, as in other years, Western Ammunition swept the national shooting championships! As usual, new world records were made! On these pages is new proof that the World's Champion Ammunition is supreme in accuracy and uniformity. The same accuracy and uniformity are available in the Western shells and cartridges you sell to your customers. Tell them about it—for bigger sales in 1936!

## 1935 GRAND AMERICAN TRAPSHOOTING CLASSIC

Vandalia, Ohio • • August 19 to 23

### GRAND AMERICAN HANDICAP

Winner: J. B. Royall, Tallahassee, Fla. Western FIELD Shells. Score: 98x100 (47x50 in shoot-off)  
Second: S. M. Vance, Tillsonburg, Ont. Western SUPER-TRAP Shells. Score: 98x100 (46x50 in shoot-off)  
Third: Joe Hiestand, Hillsboro, Ohio. Western SUPER-TRAP Shells. Score: 96x100 (25x25 in shoot-off)

### NEW RECORD FOR HANDICAP TARGETS

Joe Hiestand completed world record run of 152 straight handicap targets from 25 yards at the Grand American.

### NEW STRAIGHT RUN RECORD FOR G. A. H.

487 program targets without a miss, shooting from 16 yards. Record set by Hale C. Jones, East Alton, Ill., using Western XPERT Shells.

### AMATEUR CLAY TARGET CHAMPIONSHIP OF NORTH AMERICA

Winner: Joe Hiestand, Hillsboro, Ohio. Western XPERT Shells. Score: 199x200. Defeated 9 competitors in shoot-off by breaking 100 straight. Shooters who placed 2nd, 4th, 8th and 9th used Western.  
Second: Hale C. Jones, East Alton, Ill. Score: 199x200 (124x125 in shoot-off)  
Fourth: Wm. Eldred, Cincinnati, Ohio. Score: 199x200 (123x125 in shoot-off)  
Eighth: Ned Lilly, Stanton, Mich. Score: 199x200 (24x25 in shoot-off)  
Ninth: Ray Zweiner, Blooming Prairie, Minn. Score: 199x200 (23x25 in shoot-off)

### AMATEUR DOUBLES CHAMPIONSHIP

Winner: Joe Hiestand, Hillsboro, Ohio. Western XPERT Shells. Score: 93x100  
Second: O. B. Franz, St. Louis, Mo. Western Shells. Score: 90x100. (17x20 in shoot-off)  
Third: E. L. Hawkins, Ft. Wayne, Ind. Western SUPER-TRAP Shells. Score: 90x100 (16x20 in shoot-off)  
Fourth: Hale C. Jones, East Alton, Ill. Western XPERT Shells. Score: 90x100  
Fifth: Russell Elliott, Kansas City, Mo. Western XPERT. Score: 89x100 (17x20 in shoot-off)  
Sixth: Karl Maust, Lincoln Park, Mich. Western XPERT Shells. Score: 89x100

### HIGH ON ALL TARGETS

Winner: Joe Hiestand, Hillsboro, Ohio. Western XPERT and SUPER-TRAP Shells. Score: 880x900.  
A new G. A. H. record!  
Second: Ray Zweiner, Blooming Prairie, Minn. Western exclusively, except in doubles championship.  
Third: O. B. Franz, St. Louis, Mo. Western XPERT and SUPER-TRAP Shells. Score: 868x900  
Fourth: Hale C. Jones, East Alton, Ill. Western XPERT and SUPER-TRAP Shells. Score: 867x900  
Fifth: Russell Elliott, Kansas City, Mo., and Karl Maust, Lincoln Park, Mich., tied with 866x900 each. Both used XPERT and SUPER-TRAP.

### WOMEN'S AMATEUR CLAY TARGET CHAMPIONSHIP

Winner: Mrs. Lela Hall, East Lynne, Mo. Western XPERT Shells. Score: 191x200

### CLASS CHAMPIONSHIPS

Class AA: Tie: Russell Elliott, Kansas City, Mo. Western XPERT. Score: 200x200 (lost shoot-off).  
Class B: Winner: Mrs. Lela Hall, East Lynne, Mo. Western XPERT Shells. Score: 198x200. Won over all competitors, men and women. Score is new world record for amateur women shooters.  
Class C: Winner: B. I. Hughes, Westchester, Ohio. Western XPERT Shells. Score: 197x200  
Class D: Winner: C. B. Sears, Loveland, Ohio. Western XPERT Shells. Score: 196x200

### STATE CHAMPIONS' RACE

Winner: Elmer L. Torge, Wales Center, N. Y. Western XPERT Shells. Score: 200x200

### G. A. H. PRELIMINARY HANDICAP

Winner: Ray Zweiner, Blooming Prairie, Minn. Western FIELD Shells. Score: 99x100

### JUNIOR CLAY TARGET CHAMPIONSHIP

Winner: Homer Clark, Jr., Alton, Ill. Western XPERT Shells. Score: 99x100

### SUB-JUNIOR CLAY TARGET CHAMPIONSHIP

Winner: Otto Kiehl, Pittsburg, Kans. Western XPERT Shells. Score: 98x100  
Second: Billy Bryant, Henryetta, Okla. Western XPERT Shells. Score: 97x100

### HIGH ON ALL 16-YARD TARGETS

Joe Hiestand, Hillsboro, Ohio., and Hale C. Jones, East Alton, Ill., tied for first. Both scored 597x600, shooting Western XPERT Shells.

### NEW NATIONAL SQUAD RECORD

A new trapshooting squad record of 498x500 was hung up by Wm. Eldred, Joe Hiestand, H. C. Jones, Ned Lilly and Arthur Cuscaden at Yorklyn, Del. Four of the five used either Western or Winchester trap loads with Western Seal-Tite moisture-proof wads.

## FIRST NATIONAL SKEET CHAMPIONSHIPS

Cleveland, Ohio • • August 25 to 31

### NAT'L. INDIVIDUAL ALL-BORE CHAMPIONSHIP

Winner: L. S. Pratt, Indianapolis, Ind. Score: 244x250. Mr. Pratt also placed fourth in the National 20-Gauge Championship. Score: 94x100. Used Western XPERT Shells with Western Minimax powder in both events.

### NAT'L. SUB-SMALLBORE CHAMPIONSHIP

Winner: Clarence Mitchell, Waltham, Mass. Score: 89x100. Mr. Mitchell also placed third in the National Smallbore Championship. Score: 93x100. Used Western SUPER-X in both events.

### NAT'L. WOMEN'S CHAMPIONSHIP

Runner-Up: Mrs. Sidney R. Small, Detroit, Mich. Western XPERT Shells with Minimax powder. Score: 92x100.

*There's a Western Jobber Near You!*





DELAWARE & HUDSON POLICE TEAM



MITCHELL

ASKINS



U. S. MARINE CORPS TEAM



Right HANKINS



COMFORT

# Slam of 1935! For You in 1936 !!!

## CAMP PERRY NATIONAL RIFLE and PISTOL MATCHES

Camp Perry, Ohio • • September 1st to 19th

### WIMBLEDON CUP MATCH 1,000 Yards—1,481 Entries

Winner: Ben. C. Comfort, St. Louis, Mo. Score: 100 (14V's) Western 300 Holland & Holland Magnum Special Match Ammunition. Second, Third and Fourth place winners used Western .30-Caliber Match Ammunition.  
Second: Ernest Sellers, Alabama Civilian. Score: 100  
Third: Clarence Anderson, U. S. Marine Corps. Score: 100  
Fourth: Benj. S. Harrison, Mass. Civilian. Score: 100

### HERRICK TROPHY MATCH

800, 900 and 1,000 Yards—71 Entries

Winners: U. S. Marine Corps Team. Score: 1380  
Second: U. S. Coast Guard Team. Score: 1373  
Third: U. S. Cavalry Rifle Team. Score: 1367  
Fourth: U. S. Infantry Team. Score: 1367  
Fifth: Calif. Nat'l Guard Team. Score: 1366  
Sixth: California Civilian Team. Score: 1362  
Seventh: Texas Civilian Team. Score: 1354  
Eighth: American Legion Blue Team. Score: 1352  
All used Western .30-Caliber Match Ammunition.

### CROWELL TROPHY MATCH

600 Yards—1,224 Entries

Winner: Joseph F. Hankins, Alabama Civilian Team. Score: 50. Western .30-Cal. Match Ammunition.

### CHAMPIONSHIP REGIMENTAL TEAM MATCH 200 and 600 Yards—61 Entries

Winners: U. S. Coast Guard Team. Score: 563  
Second: U. S. Coast Guard Team, N. Y. Div. Score: 561  
Both teams used Western .30-Caliber Match Ammunition at 600 Yards.

### ENLISTED MEN'S TEAM MATCH

200 and 600 Yards—34 Entries

Winners: U. S. Cavalry Team. Score: 564  
Second: U. S. Coast Guard Team. Score: 562  
Third: U. S. Marine Corps Team. Score: 562  
Fourth: U. S. Infantry Team. Score: 562  
All used Western .30-Caliber Match Ammunition at 600 Yards.

### PETERS TROPHY MATCH

.22-Caliber—200 Yards—247 Entries

Winner: Earl Mercier, Joliet, Ill. Score: 197. Western SUPER-MATCH .22 L. R. Smokeless.

### WESTERN TROPHY MATCH

.22-Caliber—50, 100 and 200 Yards—245 Entries

Winner: Ed Kent, Dayton, Ohio. Score: 497. Western SUPER-MATCH .22 L. R. Smokeless.

### SOBEL TROPHY TEAM MATCH

.38-Caliber

Winners: Detroit Police Team No. 2. Score: 159.  
Second: U. S. Border Patrol. Score: 141  
Both teams used Western .38 Special Match.

### POLICE PISTOL TEAM MATCH

Second: Detroit Police Team No. 1. Score: 1125  
Third: Detroit Police Team No. 2. Score: 1119  
Both teams used Western .38 Special Match.

### N. R. A. PISTOL TEAM MATCH

Second: Delaware & Hudson Police. Score: 1357  
Third: Michigan State Police. Score: 1353  
Both teams used Western .38 Special Match.

### ANY PISTOL SLOW FIRE CHAMPIONSHIP

Winner: Chas. Askins, Jr., U. S. Border Patrol. Score: 186. Western SUPER-MATCH .22 L. R.

### ALL-AROUND N. R. A. PISTOL CHAMPIONSHIP

Winner: Henry J. Adams, Jr., San Diego, Calif. Score: 1094x1200

All center-fire cartridges used were Western.

### DU PONT TROPHY MATCH ALL-AROUND CHAMPIONSHIP

Winner: Henry J. Adams, Jr., San Diego, Calif. Score: 1848. Center-fire cartridges used were Western.

### INDIVIDUAL POLICE PISTOL CHAMPIONSHIP

Winner: Alfred W. Hemming, Detroit Police. Score: 288x300. Western .38 Special Match.

### N. R. A. INDIVIDUAL .38-CAL. CHAMPIONSHIP

Winner: Carlos B. Hurley, Michigan State Police. Score: 285x300. Western .38 Special Match.

### .38-CALIBER SLOW FIRE MATCH

Winner: James T. Parks, Detroit Police. Score: 185. Western .38 Special Match Ammunition.

### TIMED FIRE PISTOL MATCH

.38-Caliber or Larger

Second: Theo. R. Maxwell, Baltimore Police. Score: 196  
Third: Alfred W. Hemming, Detroit Police. Score: 195  
Both used Western .38 Special Ammunition.

### N. R. A. .22-CALIBER PISTOL CHAMPIONSHIP

Second: James H. Overbaugh, Delaware & Hudson Police. Score: 286. Western SUPER-MATCH .22 L. R. Smokeless.

### NEW WORLD RECORD FOR NATIONAL MATCH PISTOL COURSE

Scoring a remarkable 289 for 30 shots over the National Match Pistol Course at Austin, Tex., last June, Capt. Charles Askins, Jr., United States Border Patrol, bettered the old record by 4 points, shooting Western .38 Special Match Ammunition.

## NATIONAL BIG GAME HEADS COMPETITION

Twenty-one of the forty-two winning trophies—exactly one-half—in the 1934 National Prize Heads Contest conducted by the James L. Clark Studios, New York, N. Y., were taken with Western Lubaloy cartridges.

First: Can. Moose. R. L. French, New York, N. Y.  
Second: Can. Moose. A. Lawrence, Washington, D. C.  
Second: White-Tail Deer. J. Mauthe, Sr., Dunkirk, N. Y.  
Third: White-Tail Deer. E. R. Harriman, New York, N. Y.  
Second: Mule Deer. H. B. Stewart, Jr., Akron, Ohio.  
First: Big-Horn Sheep. P. O. Summers, Morgantown, W. Va.  
First: Black Bear. P. O. Summers, Morgantown, W. Va.  
Second: Big-Horn Sheep. H. B. Stewart, Jr., Akron, Ohio.  
Second: Stone Sheep. David Ames, Boston, Mass.  
First: Goat. Alfred C. Berolzheimer, New York, N. Y.  
First: Wolf. Harry Snyder, Chicago, Ill.  
Second: Prong Horn Antelope. J. W. Lippincott, Phila., Pa.

There were also nine trophies taken with Western which won Honorable Mention.

### WESTERN CARTRIDGE COMPANY

Dept. A-50 East Alton, Illinois



ADAMS



KENT



MERCIER



HEMMING



HURLEY



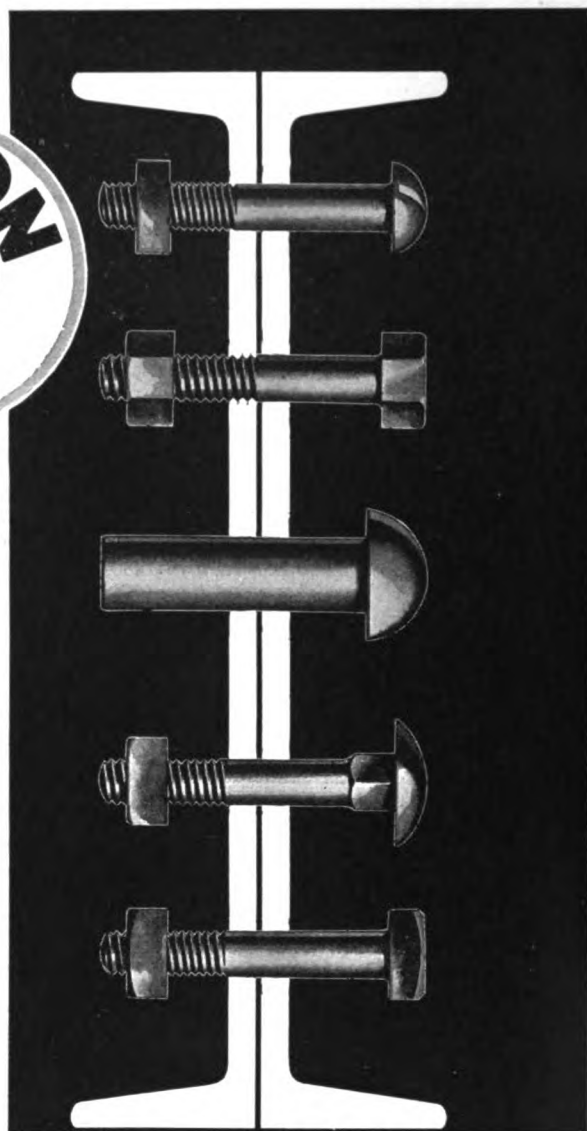
OVERBAUGH

It Pays to Feature Western! Order NOW!

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# What good is STEEL without a MEANS to fasten it?



Headed and threaded products—bolts, nuts, pins and rivets—transform inert steel into usefulness—in buildings, bridges, cars and locomotives, automobiles, machinery and metal products of every kind. Upson items have been doing this for more than seventy years—and doing it well.

Upson products are manufactured, not with the idea of turning out tonnage, but with full knowledge of the qualities each item must possess in order to contribute ease of assembly, better service and longer life to the product or structure in which it is used.

The uniform high quality of Upson products

begins with selection of the steel and is gradually inbuilt through modern and closely-controlled methods of heading, threading, gauging, heat treatment and final inspection. Whether standard or intricately shaped for a special purpose, every item must meet Upson's rigid standard for quality before shipment.

It is no trick for hardware and mill supply jobbers to sell Upson products to industry. Advertising in leading industrial publications is carrying the story of Upson quality to manufacturers everywhere. If you are not carrying Upson products in stock, it will pay you to investigate.



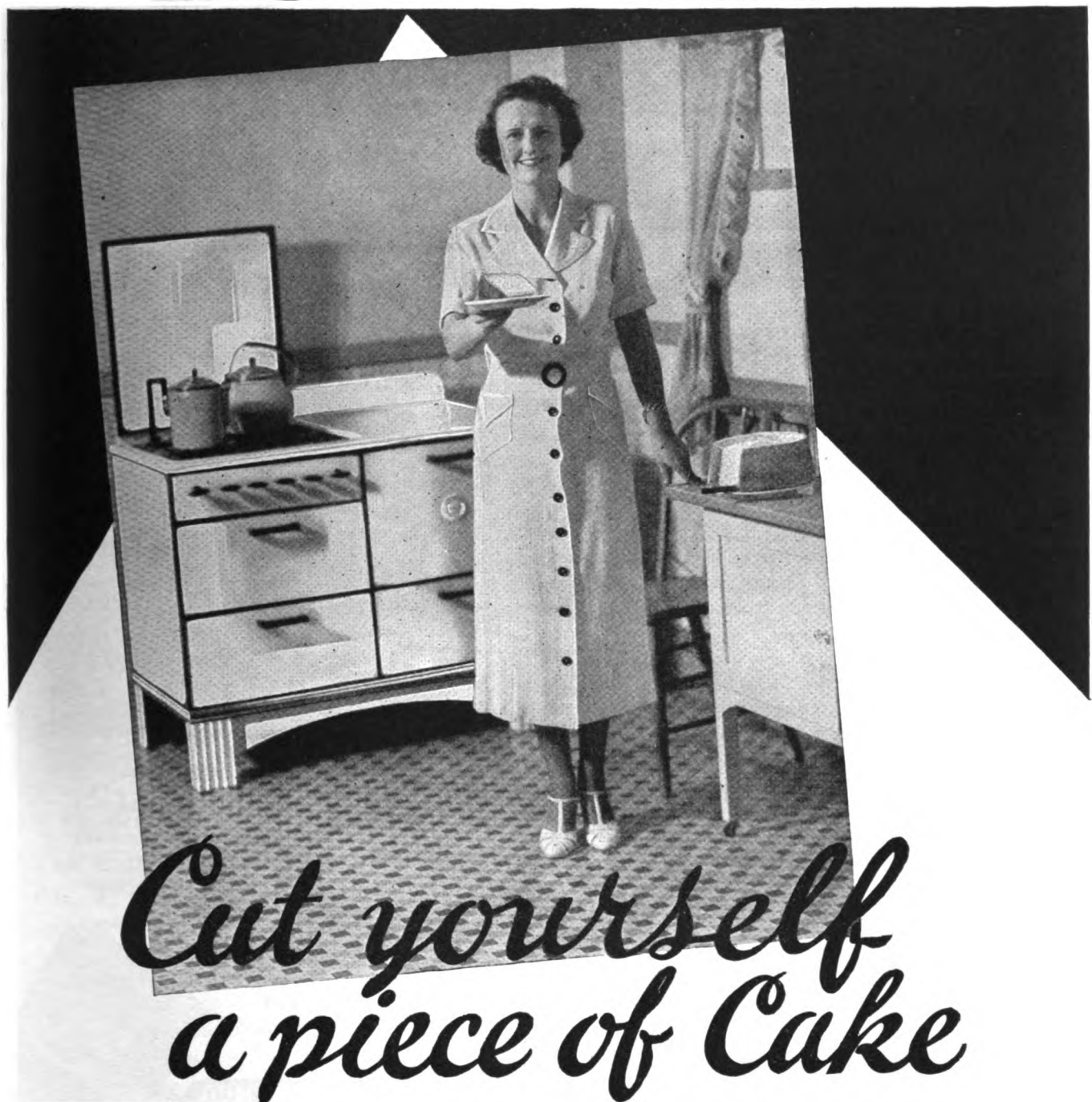
UPSON NUT DIVISION

## Republic Steel

C O R P O R A T I O N

GENERAL OFFICES . . . CLEVELAND, OHIO

# KITCHENKOOK



*Cut yourself  
a piece of Cake*

With KITCHENKOOK you can "cut yourself a piece of cake" big enough to make 1936 a banner year in your household appliance department.

KITCHENKOOK'S dominant leadership is unquestioned. To a degree never equalled before, it offers to your customers New Beauty, Greater Efficiency, Marvelous Convenience and Lower Cost of Operation.

KITCHENKOOK is nationally advertised, satisfied and pleased users are found in every state in the nation. Back of it is a manufacturing organization with more than forty years of experience in the manufacture of liquid fuel appliances.

Write today for fully illustrated catalog, prices, discounts, merchandising plans, sales helps and all the other information that will prove to you that KITCHENKOOK offers you an unequalled means for increasing your sales profits during the coming year. KITCHENKOOKS are approved for financing under the Federal Housing Administration Finance Plan.

AMERICAN GAS MACHINE CO., Inc., Albert Lea, Minnesota. Branches, Brooklyn, New York, and Oakland, California.

# Here's Your OPPORTUNITY for a bigger Fence volume and MORE PROFITS in 1936



**F**ARMERS have the purchasing power to start NOW on a systematic yearly fence improvement plan . . . sell them 80 Rods or more of new fence this year . . . and a similar quantity every year hereafter. Such a plan means your customers will eventually have good hog-tight enclosures and cross fences, and scarcely notice paying for them. With even size fields fenced hog-tight together with a modern crop and stock rotation system, your customers will make *more money* . . . and as they prosper your volume of business is sure to increase in proportion.

Your opportunity to get this new fence business is to sell them MID-STATES "Galvannealed" Copper-Bearing Fence . . . because it lasts years longer than ordinary galvanized, and yet costs no more than other standard brands—

## Patented "Galvannealed" Starts where galvanized Stops!

In the ordinary galvanizing process most of the surplus zinc is removed by asbestos wipes, leaving only a thin outer coating of zinc on the wire.

In the patented "Galvannealing" process, no wipes are used. The extra heavy zinc coating is blended with the wire as it passes thru the "Galvannealing" furnaces. "Galvannealing" starts protecting the wire where galvanizing stops.

But that's not all. MID-STATES Fence is made from Copper-Bearing Steel, adding more years of field service. Steel containing copper, lasts twice as long as steel without copper.

## New 1936 Sales Plan backed by Effective Advertising

Write for the MID-STATES profit-opportunity plan for 1936 . . . a complete sales and merchandising program that helps you sell fence and the other things you have for sale. This plan is now ready for you . . . write for your copy . . . and cash in with MID-STATES in 1936!

Manufacturers of—Field, Poultry, Industrial Fence, Barbed Wire, Steel Posts, Nails, Bale Ties, Fence Stays, Staples, Steel, and Wood Gates, Ornamental Fabric and Gates, Sheet Metal Products.

## MID-STATES STEEL & WIRE CO.

Dept. M-23 CRAWFORDSVILLE, INDIANA  
("Galvannealed" wire produced under Keystone license)

**MID-STATES  
FENCE**  
"GALVANNEALED"  
Copper-Bearing

**ADRIAN**

STIFF-  
STAY

**BEN HUR**

WRAP-  
STAY

**STAR**

STIFF-  
STAY







# How One Sale Leads to Another With **DAZEY** **KITCHEN** **AIDS . .**

*A Powerful Silent  
Salesman Hangs  
In Every Kitchen  
Where One or More  
DAZEYS Are in Use*

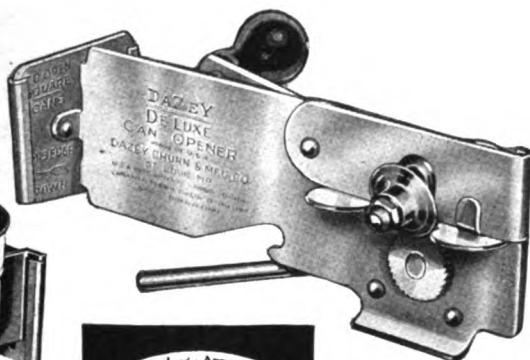
## DAZEY DELUXE

The former SPEEDO. Enthusiastically advertised by nearly 3 million satisfied users. Supreme quality builds good will and future profits in every sale. \$1.69 Retail.\*



**DAZEY-SPEEDO**  
Super-Juicer

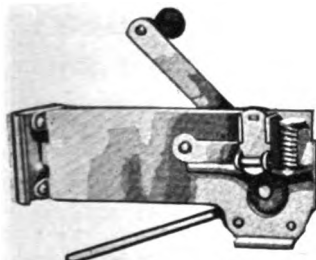
Another SPEEDO favorite "gone DAZEY". Handsome, durable, super efficient—always satisfies. \$1.75 Retail.\*



**DAZEY**  
**SHARPIT**

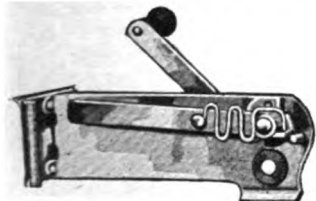
Makes it easy for housewives to have sharp cutlery. No skill needed. Patented "MAGIC GROOVE" outlasts imitators by years. \$1.50 Retail.\*

\*Prices quoted are minimum retail prices — slightly higher west of Rocky Mountains.



**DAZEY SENIOR**  
**CAN OPENER**

Leads the field for sales in medium price range. Second only to DAZEY Deluxe in durability, efficiency and all around quality. \$1.39 Retail.\*



**DAZEY JUNIOR**  
**CAN OPENER**

Far longer service for its price than same money will buy in cheaper openers one after another. Rapidly gaining in popularity. 69¢ Retail.\*



"IT'S almost unbelievable," say hardware dealers everywhere, "how soon a woman is back for another DAZEY kitchen aid after she has bought her first one!" But, that's to be expected. Each DAZEY device is designed for the highest possible efficiency and gives nothing less. Every time a user slips a DAZEY device in or out of that handy wall bracket she is reminded that there are other DAZEY devices, no doubt equally efficient, that she can use to good advantage. At other times the bracket is a constant reminder—always before her eyes as she works in her kitchen. That kind of selling power doesn't take long as a rule to get results.

## MILLIONS NOW IN USE

And think what it means that these sales creating brackets now hang in over 3 million American kitchens! That means an average of hundreds in every community silently building up sales for local dealers. Think too of the many thousands sold only last month for Xmas gifts all working to make still more thousands of DAZEY sales! That's why it pays to keep constantly reminding your trade that you not only handle DAZEY devices but that you have them ALL!

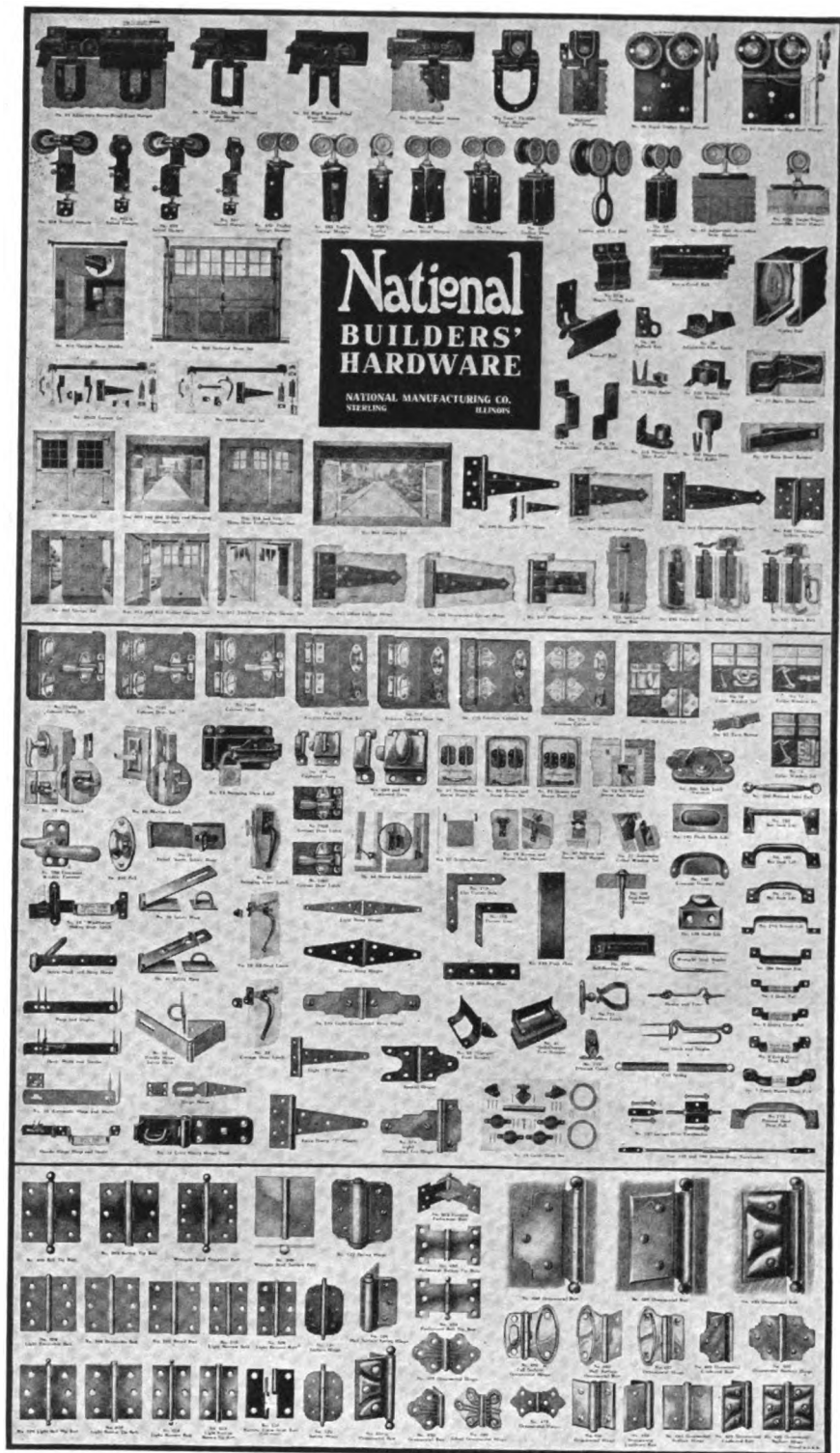
## Invaluable Selling Aid FREE

If you do nothing more—always have one of those handsome DAZEY display stands where every customer must see it. If you haven't already received yours, order at least six DAZEY devices from your jobber and advise us what you ordered. Your display stand will then be sent direct from the factory—FREE and fully prepaid.

**DAZEY CHURN & MFG. CO.**

Dept. A-10—4301 Warner Ave. St. Louis, Mo.

# The full line of **National** Hardware on dress parade!



THE extensiveness of this quality hardware is truly impressive; it embraces every requirement of the building trade. This hardware is sturdily built of the finest materials that defy the elements of time and strenuous service to impair its efficiency. Wear and friction have been scientifically eliminated.

Year after year new products have been added to the line, conforming to the same high standard of quality as their predecessors.

Dealers profit from the fine sales prestige built up by every National product sold, because of their dependable performance in service.

To progressive dealers interested in supplying an exacting trade we suggest carrying complete stocks of this fast-selling hardware.

**NATIONAL  
MFG. CO.**

National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.

**NATIONAL MANUFACTURING COMPANY** **STERLING ILLINOIS**

# We're Swamped *with* Requests

2000 Agricultural teachers are using the "Ready Reference Fence Guide" as a text-book in their classes . . . . .

Never before in the history of fence making has any book about fences created such a sensation. Requests for the book have swamped us. Recognizing its value as the only impartial book on the subject ever published, agricultural schools throughout the country have adopted it as the authoritative text-book on fences. Through the use of the "Ready Reference Fence Guide" the farmers of today, and agricultural students, the farmers of the future, are learning how to buy fence and how to use it on the farm. They are learning the economy of buying good fence with long life, such

as "Pittsburgh" Fence. The "Ready Reference Fence Guide" is one of the most valuable aids to fence sales ever offered by a fence manufacturer. If you don't have a copy of this book for yourself and each one of your clerks, write at once. Let us know how many copies you need.

**A FAIR DEALER POLICY . . . . .** Remember our established policy of loyalty to the regular jobber-dealer channels of distribution. Whenever you place an order for "PITTSBURGH" Fences, Barbed Wire, Nails, Gates, etc., you are supporting a manufacturer who is definitely championing your own cause.

## Pittsburgh Fence

**PITTSBURGH STEEL CO.**  
739 Union Trust Bldg. Pittsburgh, Pa.





## WITH AN ACCO CHAIN DISPLAY

● When customers come in for a pound of nails or some other small item, you can often make dollar sales of Acco Chain if you have a good display out to remind them.

There are hundreds of jobs where nothing takes the place of chain. In homes, farms and factories—with animals and machinery—there are many uses for chain. Some of these needs aren't realized by your customers themselves—until they see your Acco Chain display.

Acco Chains are packaged to get attention—in attractive fiber cartons or neatly lettered bags. The American Chain Company also furnishes an attention-compelling Acco rack for Coil Chains; a metal lithographed hanger for Dog and Halter Chains.

Use these Acco helps to display chain and the selling is half done. Acco Chain is known as honest chain. Seeing it reminds a lot of customers to buy and this means extra sales per customer—extra DOLLARS in the cash register.

**AMERICAN CHAIN COMPANY, Inc.**  
BRIDGEPORT • CONNECTICUT

*In Business for Your Safety*

*World's Largest Manufacturer  
of Welded and Weldless Chain*

### POPULAR LEADERS IN THE ACCO LINE

#### EL-WEL-TRA TRACE CHAINS

Heel and Butt Chains  
Wagon Chains  
Breast Chains  
Halter Chains  
Dog Chains  
Plumber and Safety Chains  
Hooks, Cold-shuts, etc.

#### Tie-outs

Cow Ties  
Steel Loading Chain  
Log or Binding Chains  
Porch Swing Chains  
Hammock Chains

#### Tire Chains: WEED AMERICAN BAR- REINFORCED • Weed Regular •

Weed Emergency Units • Pneumatic  
Truck • Cross Chains for all above

#### Towing Chains

Coil Chains, Welded and Weldless  
General Purpose Chains  
Repair and Lap Links  
Sash Chains  
Well Chains



# ACCO *Packaged* CHAIN



Here's the keynote of the immediate consumer acceptance of Sterling Wire products . . . they are *designed for modern selling!* Sterling products . . . incorporating exclusive new Sterling sales features . . . are blazing the trail to profitable sales records for alert

retailers. You get action when you show your customers Sterling products.

Write Department 10 for full details of this line of Standard and Special Wire Products that is available all from one source of supply.



THIS COMPLETE LINE WILL BUILD SALES AND PROFITS FOR YOU

**NORTHWESTERN BARB WIRE CO.**

STERLING

SINCE 1879

ILLINOIS

PACIFIC COAST DIVISION, OFFICE AND WAREHOUSE

1615 EAST 7TH STREET  
LOS ANGELES, CALIFORNIA

500 SO. AURORA ST.  
STOCKTON, CALIFORNIA



**WE'RE TOOTING  
THE DEALER'S HORN  
AS WELL AS OUR OWN  
ON OUR BIG RADIO SHOW**



**GET YOURS . . . STOCK THE  
RADIO ITEMS SHOWN AT RIGHT**

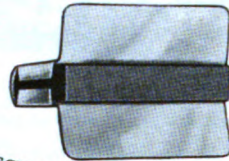
*They are featured on our program*

**ORDER FROM YOUR JOBBER**

**COLUMBIA NETWORK, 7.30 O'CLOCK EVERY SATURDAY NIGHT**



**THE No. 45 ALOXITE BRAND  
SAFETY BLADE RAZOR HONE.** Re-  
tails for \$8.50 each. With each dozen a  
sales stimulating counter card.



**No. 9 SCISSORS SHARPENER.** Retails  
for \$8.25 each. Furnished one dozen sharp-  
eners on a display card.



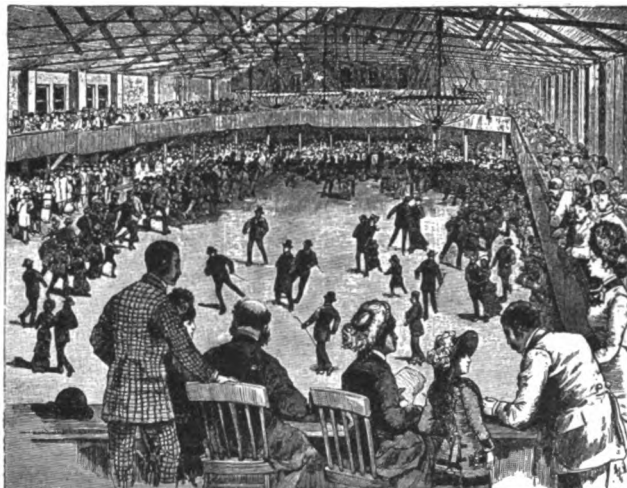
**THE No. 66 CARBORUNDUM BRAND  
HOUSEHOLD KITCHEN KNIFE  
SHARPENER.** Retails for \$8.35 each.  
Packed with each dozen stones is a free  
display card.

Sales Offices and Warehouses in New  
York, Chicago, Boston, Philadelphia,  
Cleveland, Detroit, Cincinnati, Pitts-  
burgh, Grand Rapids. (Carborundum  
and Aloxite are registered trade-marks  
of The Carborundum Company.)



**THE CARBORUNDUM COMPANY, NIAGARA FALLS, N. Y.**





NEW YORK CITY.—OPENING OF THE OLYMPIAN ROLLER-SKATING RINK, ON BROADWAY, BETWEEN FIFTY-SECOND AND FIFTY-THIRD STREETS, JANUARY 19th.—From a Sketch by a Staff Artist.—See Page 306.

"By Courtesy of Harper's Weekly"

## New York City — Opening of the Olympic Roller Skating Rink on Broadway, Between Fifty-second and Fifty-third Streets, January 19th. From a Sketch by a Staff Artist, from Frank Leslie's Illustrated Newspaper, January 31, 1885.

"WE present, this week, in order to illustrate more fully the most popular of all sports, a sketch of the new Olympian Roller Skating Rink as it appeared on the opening night last week.

Roller skating seems to have become a mania with both old and young. Its fascinations are indescribable, and, unlike most other sports, it is highly recommended by both physicians and clergymen. It has proved seriously detrimental to liquor and billiard saloons; the youth of today, instead of spending his evenings in playing 'pool for the drinks,' can now be seen wheeling around the skating floor with some lady companion, and instead of coming from his sport with callo and whitened complexion, he emerges from this exhilarating exercise with the glow of health in every feature.

The Olympian Club was the first to inaugurate roller skating in this city, their coming here last winter being regarded by many as a reckless waste of money. The managers, however, unheeding the many sayings of as many wise-acres, opened their doors, and the result speaks for itself.

From here, the bound was "Westward Ho" and today more than \$20,000,000 are invested in skating rinks. The very careful and strict management of the Olympic Club eliminating any evil that might, if permitted, have tarnished their good name, at once commanded the support of the higher elements who patronize this sport.

In order to more fully satisfy the wealthy portion of their patrons, the erection of this rink has been necessary. Situated on Broadway, between Fifty-second and Fifty-third Streets and running through to Seventh Avenue, it takes in a lot of land, some 75 by 200 feet in dimensions. The building has been erected and is owned by Messrs. W. L. Wainwright, A. J. Robinson, W. L. Noble, E. N. Sweet, and F. R. Fortmeyer, the latter gentleman being manager.

The opening night was a surprise to those attending. Instead of entering in the old-fashioned way, and gazing on bare walls, the visitor was ushered through drawn curtains and gazed upon what might be termed a drawing room with a skating floor. Care and taste is everywhere displayed and patrons realize at once the ample provision made for their comfort. The uniformed attendants constantly look out for the wants of all.

On the opening night an attractive programme, consisting of fancy skating by Miss Jennie Houghton and Mr. Raymond Mayer, and bicycle riding by Harry W. Tufts, elicited great applause.

This rink must certainly rank among the finest, and it will become more and more the Mecca of beauty and fashion, ambitious to glide on rollers through the hours."

For rink use we recommend our No. 130 and No. 140 models for Men and No. 130 L and No. 140 L models for Ladies. These popular Ball-Bearing Extension Rink Roller Skates are easy, fast rolling and sturdy. When skate is extended full length, it will support the weight of an average man standing crosswise on it. One skate fits all shoe sizes. Other models for outdoor use—all attractive steady profitable sellers.

**Our 1936 Line Is Sure to Increase Your Sales and Profits**

**Patterns for  
Men, Women,  
Boys and Girls**



**Sold by  
All Leading  
Jobbers**



## With Modern Beauty **ADDED**

**T**HE first MONARCHS were built in the days when the boys marched away to Cuba. They were made by hand in a room above an Iowa hardware store . . . made of steel and unbreakable malleable iron, riveted together like a steam boiler.

They didn't look very inviting according to today's standards but they did have the qualities that the housewife of that day demanded first of all. They were unbreakable; they were economical of fuel; and they did the same perfect baking after years of hard use that they did when new.

Nearly forty years have passed but in all that time no one has ever discovered a new way to build ranges of equal stamina. So the MONARCHS of 1936 are built exactly the same as they were "when the boys marched away to Cuba."

Inside the beautiful, modern, porcelain enamel body is the same unbreakable, full malleable range, with hand riveted joints that stay tight for a lifetime.

The customer of today may not inquire about the inner construction but she *does* expect to buy service and economy as well as beauty. And it is up to you—the dealer who knows the facts—to see that she gets it.



# Monarch

**MALLEABLE**

### How to Do a Bigger Range Business

The Monarch dealer can substantially increase his range sales by taking advantage of the Monarch Practical Payment Plan. With this plan the smallest dealer can meet the term competition of mail order house, city installment store or itinerant peddler. A small down payment; a very low "carrying charge";

12 months to pay, and the full rate of profit secured on a cash sale, are the outstanding features of this proven plan. Full details are offered both to present Monarch dealers and to those in open territory who are interested in merchandising plans that will build volume and profits.

**MALLEABLE IRON RANGE CO.**  
61 Lake St. Beaver Dam, Wis.

# HARDWARE AGE

*With Which is Combined  
GOOD HARDWARE*

CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

239 WEST 39TH STREET

NEW YORK, N. Y.

Vol. 137

No. 2

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Executive Offices  
Chestnut and 56th Streets  
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— *The Hardware Dealers Magazine* —  
PUBLISHED EVERY OTHER THURSDAY

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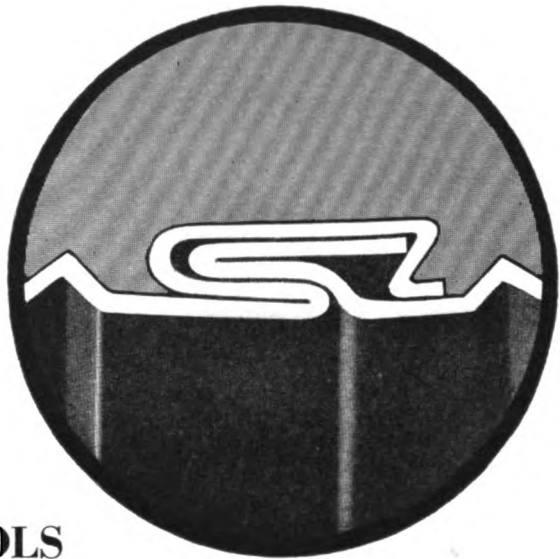


# THE BEST DEVELOPMENT IN NESTED STOVE PIPE

# "Snaplok"

TRADE MARK  
REGISTERED U. S. PATENT OFFICE

PATENT NUMBERS  
1,900,749 — 1,900,750 AND RE. 18,444



**NO TOOLS**

**NO HAMMERING**

**NO RIVETS**

This pipe is put together by simply inserting tongue on one edge into fold on opposite edge and pressing together until it snaps—the pipe is then ready for use.

The "Special Blue" and "Polished Blue" sheets from which this pipe is made are rolled in our own mills, guaranteeing an even colored, smooth finished sheet—much superior in finish and quality to the product offered by most other makers.

**ASK YOUR JOBBER**

## The Reeves Manufacturing Co.

*Largest Makers of Pipe and Elbows in the World*

DOVER, OHIO, U. S. A.

# Just Among Ourselves

By CHARLES J. HEALE

*Editor, Hardware Age*

## Premiums—

An increasing number of grocery and drug stores are using hardware store merchandise for premium purposes. This is particularly true among chain groups in these fields. Cutlery items, electric clocks, sport goods, etc., are currently popular for this purpose. A typical plan is to give these goods away free or at a price easily 60 to 70 per cent below the normal retail price. To obtain the premium the customer buys \$5 or \$10 worth of goods and has a special ticket punched each time a purchase is made. It is said this plan speeds up sales because the customer desires to obtain the free (or almost free) items quickly. Sometimes a time limit necessitates speeded-up purchases. When such goods sold way below cost or given away are obtained in large number in a community the chances for legitimate, profitable sales on such goods are lost. Only the manufacturer (or wholesaler) furnishing the goods has any chance of making a profit. This type of premium pirating costs the hardware trade many thousands of dollars yearly in direct lost sales and uses up additional thousands of buying power

from which some part might properly be expected to go through hardware channels.

## Retaliation—

Although such selling is doubtful merchandising and basically poor economics for business generally, this premium idea is a serious and existing form of competition which the hardware trade faces and must meet on common ground. If you face this type of competition the best move is retaliation taking, as leaders and/or premiums, merchandise common to the grocery or drug trade and give those fellows a taste of their own medicine. Charge the lost margin up to advertising and make the most of the store traffic you encourage. This plan of counter-attack has been successfully tried in Minnesota, Illinois, Ohio, Pennsylvania and New York hardware stores. "Killing" the price on soap or soap flakes bothers both drug and grocery stores. Bread, coffee and such grocery staples as packaged goods not requiring refrigeration equipment and drug store sundries that do not require a pharmacist's license can be handled on the same basis. All these goods

are available if a sizable order is placed. This idea may not have the ethical standards which business men prefer to follow, but it is increasingly apparent that ethics is not disturbing those who operate chain drug and grocery stores. In several instances this retaliatory method has been very successful in stopping the competitive situation described. An Ohio dealer whipped the drug chains on razor blades and scalped packaged candy until a nearby candy store was happy to stop killing the market on pocket knives. In the same state dealers stopped the local drug chains from spoiling the seed, garden hose and paint trade by this same procedure.

## Drug Stores—

Among those retailers who go afield for specials, loss leaders and premiums the drug store must take first place. To the grocery trade belongs second prize. Yet these two types do more complaining on this subject than all other retailers put together—either that or they are more articulate. Drug-gists are always organizing to fight the sale of some drug item in non-drug channels yet their own stocks bulge with merchandise that has no relation to the drug business. On this subject the drug field has enjoyed national, state and local legislative protection in the "public interest." Other retail groups enjoy no such aid. Hardware men who have had experience with retaliatory measures are invited to send in their comments and experiences for the benefit of the entire hardware trade. So are those who have a better idea for meeting the situation.

## Woolworth's—

The Woolworth stores, commonly known as the "five and tens" recently started 40 cent departments in many if not all of their stores. A year or so ago the former dime limit was doubled to

20 cents. Well founded rumor has it that Woolworth's plans unlimited price departments in key stores as an experiment. If so, these familiar red front stores will become even more acute competition to the hardware trade and to every other retail group. When these stores followed the ten cent limit their scope of hardware lines was so restricted that the competition was relatively unimportant. The introduction of the 20 cent and now the 40 cent limit changes this picture considerably as the 40 cent range can easily include many items common to the average independent retail hardware store. It will pay hardware men to watch closely this new development and to compare prices, quality and trade marks.

### **"From the Top"—**

"Trees die from the top—when executives grow old, there is danger that the business may grow old with them. Every business faces this problem. For the life span of a business tends to follow the life span of its management. Even when executives remain physically and mentally fit, there comes an inevitable 'hardening of their outlook.' The management becomes conservative, old fashioned, definitely 'set' in its way. It loses the priceless ability to create new ideas conforming to changed conditions. Unless great forethought is exercised business and management decline together. For business like trees, often die at the top. The answer is of course 'new blood' to avoid hardening of the corporate arteries; younger men must be taken in. They must bring vigorous energy and new insight into the organization. Only by investing in youth can a business keep from 'acting its age.'" So reads a recent advertisement of Lord & Thomas, well known advertising agency. Its message might well be taken seriously by every reader and throughout all American business.

### **Example—**

Last week a young man came to my office seeking a job in a live retail hardware store with new goods, new ideas where progres-

sive modern merchandising is practised. His name was familiar but his face was not. He was the son of a veteran eastern hardware merchant reputed to be wealthy and considered a success. Often I had heard his father dominate hardware meetings with his apparently aggressive ideas about current retailing methods, and assumed that these were in some part followed in his own two stores. According to his son, he talks one kind of retailing but practices an entirely different variety. The boy is actually frantic for a chance to sell more goods by such simple devices as frequently changed window displays, new merchandise, more and better store and window lights, outside selling, etc. His father will have none of it, insisting stubbornly that the hardware business is strictly a "service of supply" on demanded goods; that people come to hardware stores only when they need something not available elsewhere, and that hardware stores should be hardware stores and stick to their traditional lines. And so a likely young man, his own son, with 12 years' experience, is seeking another job, knowing that to do so will preclude any inherited part of the father's business. An elder brother did the same thing three years ago after nearly 20 years in the family store and a third brother (also a little older) has become a "yes man" for the father and owner of the business, which is steadily declining in both sales and profits. This same tragedy exists in many other stores. I have often been aware of the same problem in my travels and usually find the situation nearly hopeless of any solution.

### **The Same Story—**

I recited this instance to two manufacturers' salesmen. Both have had jobber experience, one in the South and the other in the West. My story inspired many examples of this same problem with names and places mentioned. Many of the names are of nationally known dealers, men who have been acknowledged leaders in the trade. These two salesmen mentioned more than fifty similar situations in their own memory.

Usually the business died of dead rot or was absorbed by some other local and more active retail firm.

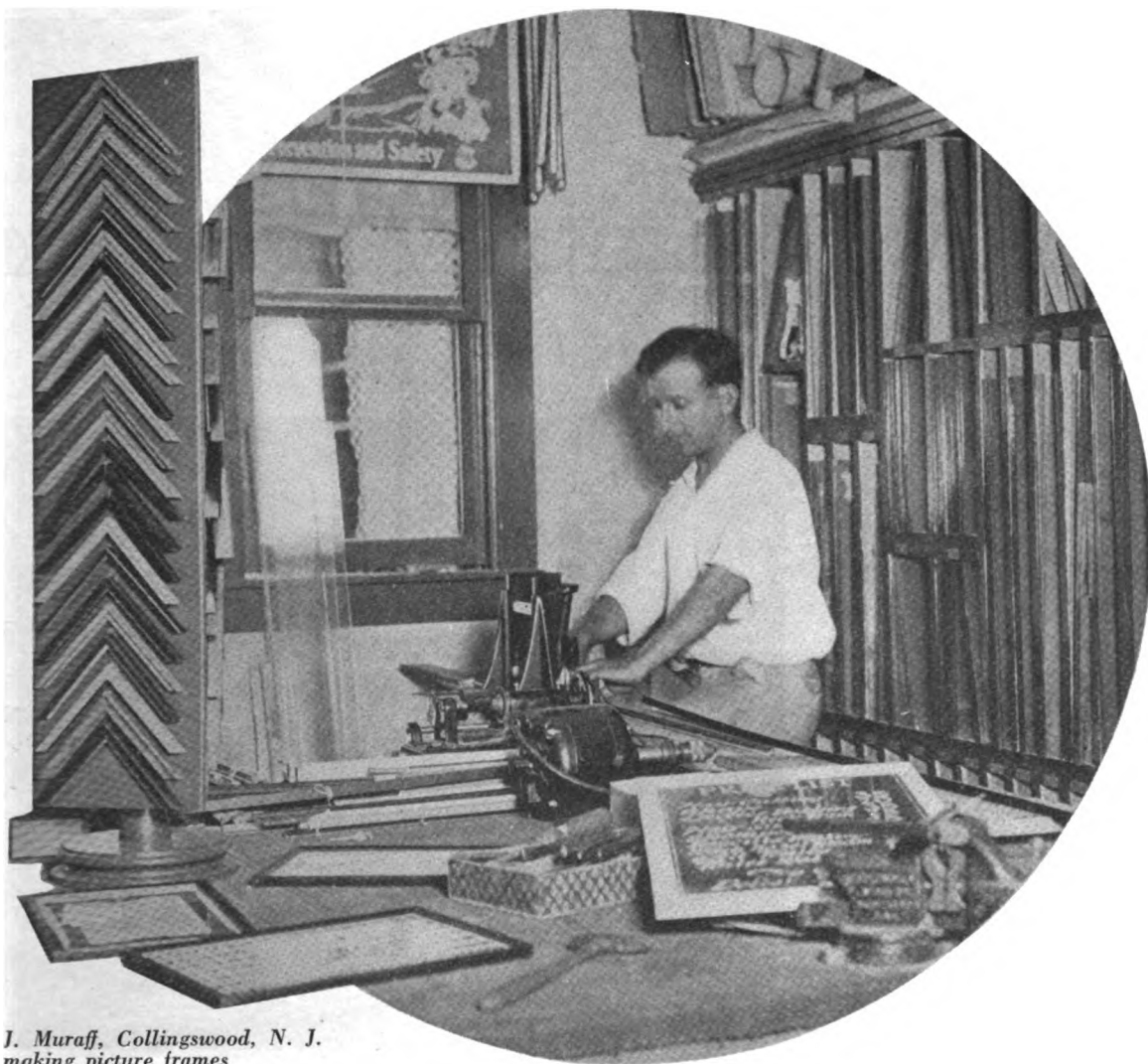
### **Balance Wheels—**

The moral is not to allow young sons (or young men generally) to run amok with experimental notions that cost a lot of money and produce no revenue. But there is certainly in every business, no matter its size, some group of responsibilities that can be delegated to likely young lads growing up in the business. As they mature and show success let their scope of operations increase. It is fundamental that older heads serve always as balance wheels to curb any touch of the irresponsible which may crop up in a less experienced mind. Yet the very restlessness that prompts a younger man to desire changes in a store can if applied constructively prove a great boon to improving both profits and volume. The older men in this business owe it to the industry to their fair share of training young men in the business. It is a vital requirement of every business to prepare for the future when today's young men must assume the management of business. It should be remembered that to be a "balance wheel" does not mean to act like an emergency brake.

### **Church Merchandising—**

Early this year a new plan of merchandising through church, religious, semi-religious and related auspices will be started. Briefly, members of these church and similar organizations will deposit box tops or package labels in a receptacle provided for the purpose. On the total number of each of several cooperating manufacturers' products bought by members a commission will be paid the organization. This has many of the elements of the Goodwin Plan but is less involved. The Religious Press Association of Philadelphia has fathered the idea and will direct its promotion. The latter includes a campaign of advertising to popularize the idea with church members and with prospective manufacturers. Further details will be available soon and our readers advised.





I. Muroff, Collingswood, N. J.  
making picture frames

# Picture Framing

*is a profitable side-line for this hardware dealer  
in Collingswood, N. J.*

**T**HAT picture framing is a specialized art will be granted by most any one, particularly by those who have tried it. But that picture framing can be profitably handled by a hardware store will be strongly doubted by hardware dealers who have given the subject any thought. I. Muroff, owner of the Collingswood Glass, Paint & Hard-

ware Co., Collingswood, New Jersey, to the contrary.

Five years ago Mr. Muroff began thinking about picture framing. Just what stirred such a notion in a hardware man's mind is rather a mystery. Perhaps it was because at one time Mrs. Muroff had been quite proficient at framing pictures. At any rate, the more Mr. Muroff thought of it the

better it looked. Collingswood was a typical suburban residential center, growing all the time and with plenty of potential business in the way of framing, not only pictures, but diplomas, signs, clippings, amateur drawings, flowers and the numerous other fantastic items that people like to perpetuate for themselves or for posterity.

*(Continued on page 100)*

# How to Employ Secondary

By ALLEN G. BURDETT

**E**VERY hardware merchant wants to increase his business without appreciably increasing overhead expense. Most firms know that it is the best lighted store windows that attract the most attention, and succeed against competition. Many others realize that a bright interior provides a more inviting atmosphere, while creating a cheerful state of mind which is conducive to increased buying. Proper illumination of displays has also been found to count as much as attractive arrangement in commanding attention and stimulating the desire to buy. Too frequently a store impresses the public as being a dead, drab place simply because it is poorly lighted. Merchandise, too, can lose all eye appeal for want of good illumination. Glare from harsh contrasts between light sources and dark backgrounds may both disturb and fatigue the eyes and so divert attention from merchandise displays that they are rendered ineffective.

Numerous laboratory and field tests on the better use of light are being carried out by leading paint organizations, electrical manufacturers, the Better Vision Institute, and other sponsored organizations. What might be called the "Science of Lighting and Seeing" is evolving from these studies and experiments. One group of these tests was for the purpose of



*After painting walls and ceiling.*

*Walls and ceilings offer remarkable  
ination at low cost, thereby adding to*

## LIGHT REFLECTION DATA FOR STORES

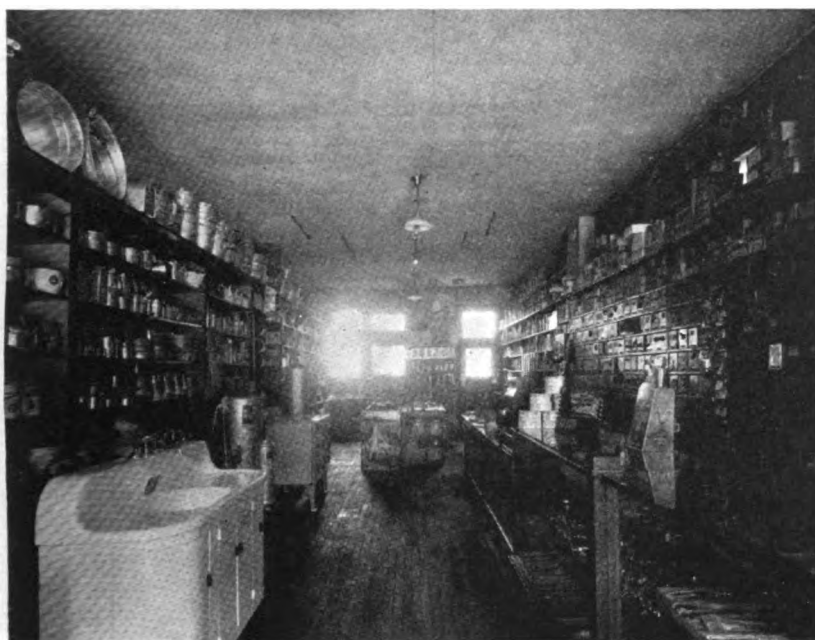
Color of Walls	Color of Ceiling	Meter Reading in Foot Candles	Light Reflection Value
Medium Blue	Medium Blue	8	43%
Medium Blue	Save Lite White	14½	M.B. 43%
			White 86%
*An 81% increase with Save-Lite.			
Bright Sage	Bright Sage	9½	52%
Bright Sage	Save Lite White	17	B.S. 52%
			White 86%
*A 78% increase with Save-Lite.			
Silver Gray	Silver Gray	11	56%
Silver Gray	Save Lite White	18	S.G. 56%
			White 86%

\*A 72% increase with Save-Lite.

Recommended store illumination—General: 12-20 Ft. Candles. Displays: 3-60 Ft. Candles.

\*This increase was determined by means of a Sight-Meter, which measures light intensity in terms of foot-candles, or the amount of light falling at a point 1 foot from a candle flame.

# Sources to Improve Light



*Before white paint was used.*

*opportunity to obtain added illumination effectiveness of all merchandise . . .*

determining how the use of colors of high reflection value, especially on ceilings, will increase the level of illumination; minimize glare contrast between light sources and dark backgrounds, while also giving the store a brighter atmosphere. The results of some of these tests are indicated in the accompanying chart based upon recent laboratory findings of the Sherwin-Williams Research Laboratories. Model stores were used and painted various colors and combinations. The source of illumination and the room interior remained identical in all cases.

Any approach to the subject of illumination must necessarily give

consideration to three factors: (1) The utilization and control of daylight from windows. (2) The utilization and control of artificial lighting. (3) The utilization and control of secondary sources—walls and ceilings with high reflection values to refine and distribute light.

It has been estimated that from 10 to 25 per cent of artificial illumination is wasted as a result of improperly placed fixtures and inadequate reflecting surfaces, or a soiled condition of both. The most important reflectors of both day and artificial light are upper walls and ceilings. The fact that walls and ceiling are important

parts of any lighting system is evident from the charted findings. In every case the increased illumination resulting from skylighting ceilings by means of the proper white paint is appreciable. Merchants who favor darker colors for a fancied economy of upkeep are in reality cutting into their business far more than the cost of maintaining ceiling and wall surfaces of high reflection value. Furthermore, present decorative trends all recognize the value of light colors for walls, and white ceilings. Good grades of paint may be easily sponged clean with neutral soap whenever necessary, and without damage to the paint film. This should be done periodically inasmuch as white paint showing an initial light reflection value of 89 per cent, may, through severe soiling, lose considerably.

While the data in the accompanying table do not cover the many paint color shades commonly used, it is a simple matter to approximate the improvement in illumination possible by comparing the reflection values of the colors employed in the laboratory studies with those of these popular shades:

White	89%
Ivory	82%
Canary Yellow	77%
Cream	77%
Caen Stone	76%
Orchid	67%
Cream Gray	66%
Ivory Tan	66%
Sky Blue	65%
Buff	63%
Pale Green	59%
Shell Pink	55%
Bright Sage	52%
Silver Gray	46%
Olive Tan	43%
Forest Green	22%
Cocoanut Brown	16%
Black	2%

Color Reflection Readings Courtesy of The Sherwin-Williams Co.

(Continued on page 100)



# Gone Forever:

*Because of state sales taxes, hardware merchants in 24 states will lose, this year, at least \$5,371,393 in cold cash plus business that has been driven to mail order houses and across the border into tax-free states. Similar imposts now threaten dealers in many other states where a sales levy does not yet operate. This article tells how you can ward off the impending legislation.*

**W**HEN the profit and loss statements for 1936 are finally checked for the last time, 18,084 hardware merchants in the United States will find that they have suffered an extra loss amounting to the staggering total of \$5,371,393.

That, in figures which shriek to high heaven, is what hardware dealers in 24 states will have to pay to their respective state governments as sales taxes.

Incredible you say? Then study the tabulations in the chart which accompanies this article. If your state is one of those in which there is now a sales tax, you will find it listed in the first column of the chart. Let's say you're a dealer in California. Run your finger across the chart. In the second column you will see the number of hardware stores in your state. The next column will show you the amount of business, at retail, done by these stores in 1933. Both figures come from the United States Census of Distribution. Although business has improved appreciably since 1933, the chart uses the government's figures because they are the only authoritative ones available. Now go on to the next column. Here you will note the sales tax percentage for your state—3 per cent for California. The last column shows what you and all the other hardware men in California will have to pay, when 1936 closes, for the privilege of being in the retail business. The figure you're now

looking at represents cold, hard dollars—\$943,020. If sales turn out to be better in 1936 than they were in 1933, then, whether you like it or not, you will undoubtedly

ly pay more than a million dollars to the state as a sales tax.

And that prediction holds not only for the dealers in California but also for all the other hard-

## Hardware Dealers In 24 States Will Pay Sales Taxes Totaling \$5,371,393

States Where Sales Taxes Now Operate	Number Of Stores	1933 Sales	Sales Tax In Per Cent	Sales Tax In Dollars
Arizona .....	56	\$2,263,000	2	\$45,260
Arkansas .....	189	4,023,000	2	80,460
California .....	1,397	31,434,000	3	943,020
Colorado .....	295	4,755,000	2	95,100
Idaho .....	164	3,986,000	2	79,720
Illinois .....	2,507	26,509,000	3	795,270
Indiana .....	1,012	12,890,000	1	128,890
Iowa .....	1,572	18,010,000	2	360,200
Kentucky .....	394	6,826,000	3	204,780
Maryland .....	457	7,800,000	1	78,000
Michigan .....	1,630	18,620,000	3	558,600
Mississippi .....	186	3,426,000	2	68,520
Missouri .....	1,216	14,875,000	1	148,750
New Mexico .....	49	985,000	2	19,700
North Carolina .....	368	9,450,000	3	283,500
North Dakota .....	630	7,010,000	2	140,200
Ohio .....	2,100	30,141,000	3	904,230
Oklahoma .....	536	8,360,000	1	83,600
Pennsylvania .....	2,001	27,573,000	1/10 of 1	27,573
South Dakota .....	607	4,944,000	2	98,880
Utah .....	67	1,154,000	2	23,080
Washington .....	377	6,041,000	2	120,820
West Virginia .....	207	3,058,000	2	61,160
Wyoming .....	67	1,104,000	2	22,080
<b>Totals .....</b>	<b>18,084</b>	<b>\$255,237,000</b>		<b>\$5,371,393</b>
<b>Totals for the United States..</b>	<b>32,802</b>	<b>\$488,486,000</b>		

# \$5,371,393 in Cold Cash

ware merchants located in 23 other states!

Now just a minute before the rest of you who are located in states where there are no sales levies sit back and say, "Ah, well, that let's me out." Just a minute—you may be next!

When the 1935 legislative season opened on January 1, sales taxes were in operation in 18 states: Arizona, California, Illinois, Indiana, Iowa, Kentucky,

Michigan, Mississippi, Missouri, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Dakota, Utah, Washington, and West Virginia. During 1935, however, sales tax proposals were introduced into 13 other states. Enactments followed in seven of these states: Arkansas, Colorado, Idaho, Maryland, New Jersey, North Dakota, and Wyoming. In New Jersey, the law was repealed within a few months.

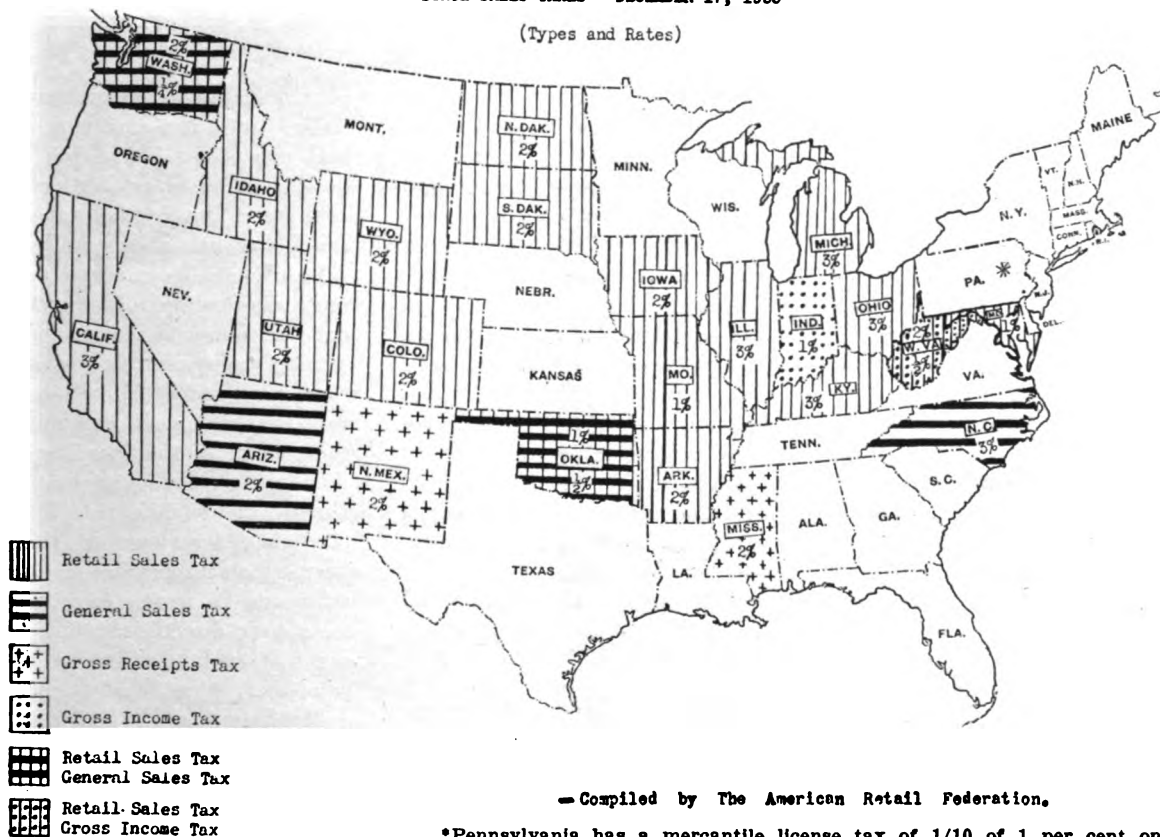
Fiscal experts say that never, in the history of public finance, has a tax spread so quickly over the world as has the sales tax. The only possible exception is the levy on gasoline.

Once adopted, moreover, the sales impost tends to remain. For example, sales taxes enacted prior to 1935 were not only renewed last year in six states but were even raised to higher levels. The

(Continued on page 94)

STATE SALES TAXES - DECEMBER 17, 1935

(Types and Rates)



—Compiled by The American Retail Federation.

\*Pennsylvania has a mercantile license tax of 1/10 of 1 per cent on sales which, from the merchant's standpoint, works out the same as a sales tax, but, in this chart, this and other types of taxes frequently confused with sales taxes were not included. Types of taxation omitted are: Mercantile License tax, levied upon manufacturers, merchants, etc.; Selective tax, levied upon gasoline, cigarettes, etc.; Graduated Sales tax, levied upon gross sales at graduated rates, and Use tax, levied upon out-of-state purchases attempting to equalize selling advantages between sellers operating in or out of the state.



*How F. A. Kirch & Co., Plainfield, N. J., display power tools in their windows.*

## Power Tools

**F** A. KIRCH, proprietor of the retail hardware firm of F. A. Kirch & Co., Plainfield, N. J., declares that if he had added power tools to the store's stock two years before he did that he would have about \$2,000 more profit. He considered handling the line for about two years before placing his opening order in the fall of 1933. Mr. Kirch has spent 40 years in the hardware business, and more than half of this time has been devoted to operating his own hardware store.

One reason why Mr. Kirch hesitated so long about taking on power tools was because he felt that it might be difficult to become well enough versed on the line to handle it successfully. This fear proved to be unfounded, for within the past two years power tools became the store's leading line in profits, volume, and turnover.

A stock of power tools and ac-

cessories representing an investment of approximately \$800 is now being turned on an average of eight times annually. In addition to being reluctant to take on the line because he was unfamiliar with it, Mr. Kirch had the impression that most all power tool sales were made on partial payments. This impression also proved to be unwarranted, as with few exceptions the store's power tool sales have been on a cash basis. In other respects the line has not been at all difficult to merchandise in a very satisfactory manner. As an example, Mr. Kirch says price competition on power tools is not as troublesome as it is on staple hardware lines.

### Commuters-Home Owners

Plainfield, about 25 miles from New York City, has a population of 33,000. About 3000 of its residents are commuters who are employed in New York, Newark and Brooklyn. Practically all of the commuters are home owners, and as they are, for the most part, em-

ployed in fairly remunerative positions, they are excellent power tool prospects. Mr. Kirch has a novel method of cultivating these commuter power tool prospects which has produced excellent results. When the manufacturer of the line of power tools carried by the store issues the company's new catalog each year, a number of them are handed to likely-looking prospects among the commuters at the station in the morning when they are on their way to work. During the 25-mile ride into the city they have ample time to peruse the catalogs, and to become interested in power tools. Seven sales were directly attributable to the first such distribution of the catalogs.

Mr. Kirch quickly became proficient in the use of power tools and can stage a convincing demonstration of their operating efficiency. He is a strong advocate of making the chips and sawdust fly. Showing prospects, through actual operating of the tools has no equal, he says, in stimulating the desire to



own them. He also invites and encourages prospects to try the tools out for themselves. Such trials have been found to quickly convince prospects of the desirability of buying motor-driven equipment.

Plainfield has a local homeworkshop club with some thirty members, and Mr. Kirch is very active in this organization. It has been the custom for the club to meet at the homes of the different members. When Mr. Kirch's turn came to act as host to the club meeting, he arranged to hold it in the store. A power tool demonstration was staged in connection with the meeting and refreshments were provided. From leads thus developed, four sales of power tools were closed in the week following the meeting.

In Mr. Kirch's demonstrations only useful articles are made. This adds emphasis to the practical and

economical appeal of the tools. One such project which evoked high praise from many fishermen was a lathe turned hickory handle for a jointed fishing rod. Another example was a table which Mr. Kirch designed and built, using power tools. This table was so widely admired that eight local homeworkshop enthusiasts have since constructed tables exactly like it.

About 98 per cent of the store's sales of power tools are made to homeworkshop hobbyists, with a few tools being sold for varied in-

dustrial uses. A fair volume of power tool business has also been obtained from the manual training departments of local schools. Experience has shown Mr. Kirch that it is highly important to carry a complete stock of power tools and accessories in order to do a real job with the line. Despite the fact that the line of power tools handled by the store is manufactured in Plainfield the store makes it a point to have a very complete stock on hand at all times. Sixteen major machines are regularly

(Continued on page 102)

***Plainfield, N. J., dealer says power tools for homeworkshops are the fastest turning and most profitable line in his store, even in summer. Urges brother hardware merchants to take full advantage of the exceptional opportunity for power tool and related profits.***

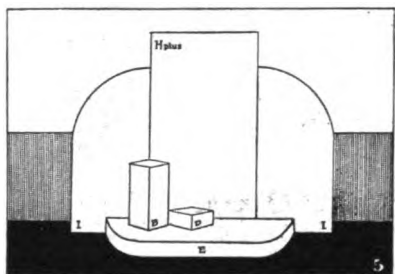
## Become Kirch's Best Line



*The floor display of power tools of F. A. Kirch & Co., Plainfield, N. J.*



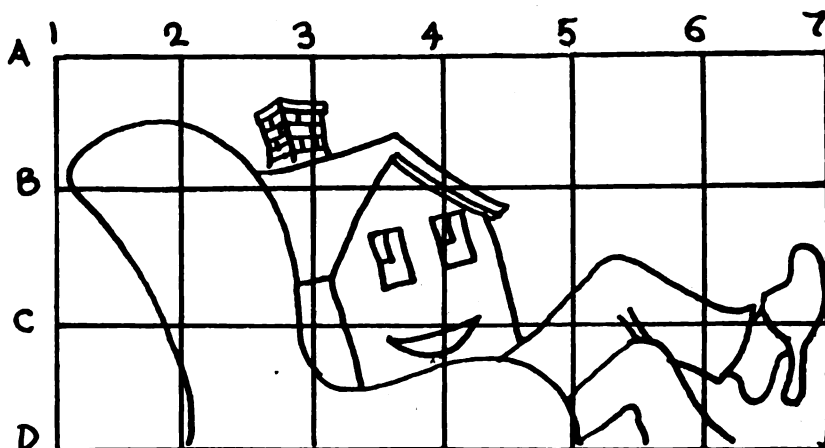
## Windows to Show



While the central posters will get attention if drawn flat, on wall board, they may be more elaborately treated if we desire. For instance, the "comfortable home" in

the easy chair may be a cutout with a black background set about six inches back of the cutout. This gives an interesting effect to the display. In the case of the bath-

**H**OME comfort is the theme of these two window suggestions, both graphically presented by the humorous cartoons calculated to attract attention and intrigue customers. Using the **HARDWARE AGE** interchangeable display fixtures as a basis for the composition of these windows, the artist-display man gives us easily installed trims, using a reasonably small amount of merchandise.

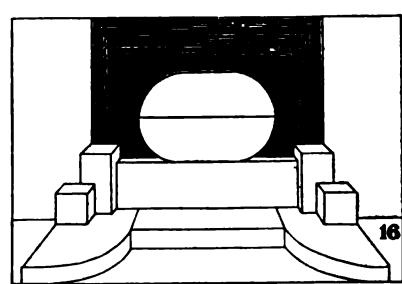
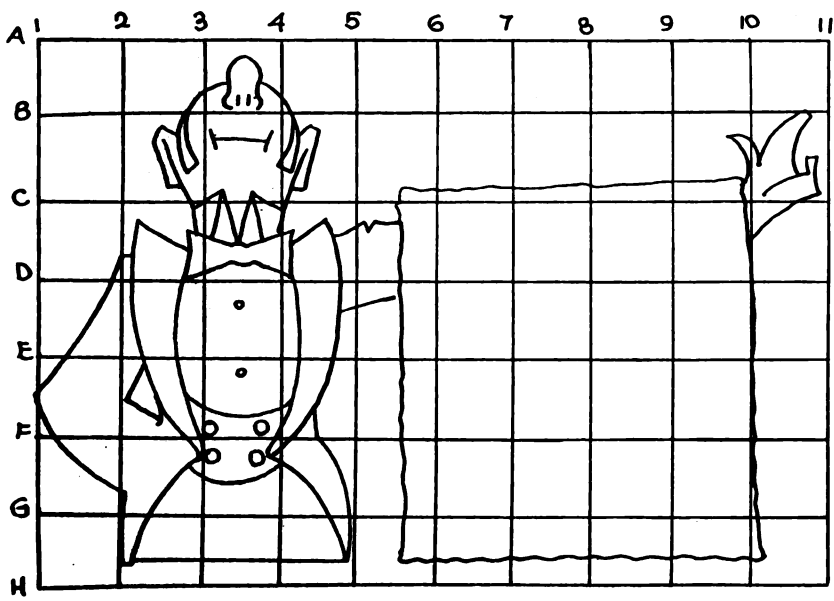




# Winter Lines

room window a similar plan can be used, but a bright light behind

the cutout figure will suggest a bright, clean bathroom.



This arrangement of fixtures is used in the window above

The charts presented here will make the drawing of the posters a simple matter for the sign writer or window trimmer. The instruction sheet for building the interchangeable display fixtures have been mentioned many times, but if you have not written in for your complimentary copy, do so today. A complete set of these units will render your window trimming a pleasurable duty and a source of lasting satisfaction.



# Hardware Curiosities

By ROBERT PILGRIM

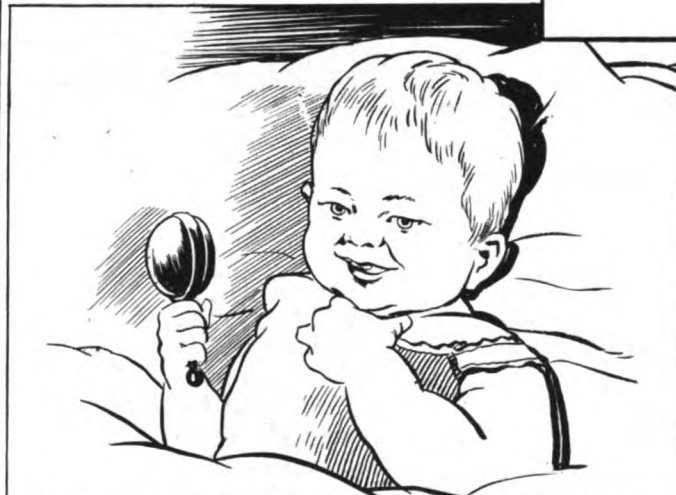
Copyright, 1936, by Hardware Age



ROPE AND STRING MADE OF GLASS ARE RECENT PRODUCTS OF A CORNING, N.Y., FACTORY. GLASS FIBER, WITH A DIAMETER OF ONE AND A HALF TEN-THOUSANDTHS OF AN INCH, IS SPUN INTO YARN AND THEN MADE INTO ROPE AND STRING



LATHES ARE USED TO PEEL ORANGES IN CUBA .... TINY MINIATURE LATHES, WHICH COME FROM GERMANY, ARE FEATURES OF ALMOST EVERY CORNER FRUIT STAND



THE FIRST KNOWN OBJECT MADE OF ALUMINUM WAS A BABY RATTLE. AT THE TIME THE RATTLE WAS MADE FOR THE INFANT PRINCE IMPERIAL OF FRANCE (1885) ALUMINUM WAS WORTH \$17 PER OUNCE. TODAY, ITS PRICE FLUCTUATES AROUND 20 CENTS A POUND



SWAT THAT FLY TWO WAYS WITH THIS RECENTLY DEMONSTRATED DOUBLE-ACTION FLY-SWATTER! THE SKILLFUL USER OF THIS NEW DEVICE CAN EXTERMINATE THE FLY ON THE WING; HE DOESN'T HAVE TO WAIT FOR THE PEST TO ALIGHT



# British Merchants Adopt Standards of Retailing

## *Retail Trading Standards Association Seeks to Raise Ethics in Selling*

**A** LITTLE more than two years ago a group of prominent retailers in Great Britain set out to draw up standards of retail practice consisting of a set of general ethical rules which were illustrated in greater detail in a number of departmental rules dealing with various important categories of merchandise.

The stimulus which resulted in initiation of this enterprise derived from a long-felt need, as a matter of public policy as well as a contribution to improved practice in retailing, for recognized and uniform terms and descriptions of merchandise offered for sale.

Retailing had suffered much from irregular practices in various manifestations, most of which tended to convince the public that something often could be had for nothing. Negative attempts to fight these activities had met with only partial success. The truth that the best value for the money could be obtained only by shopping at well established and straightforward

stores needed to be positively and continuously stated.

### **Merchandise Standards**

For two years twenty-five technical committees, operating under a central committee, worked on the task of drawing up merchandise standards whose accuracy would be unassailable. The keynote of the standards was to define the meaning of the terms and descriptions as used between the retailer and his customer. Technical or dictionary meanings of words were subordinated to meanings which both parties would understand easily, without equivocation.

The standards were printed, and adherence to their use by many well-known firms was obtained. To make the project truly effective, however, wide recognition and indorsement were essential. A strong and vigilant organization to protect the "new deal" was indicated. It was therefore decided to form an association to foster the work, and the

Retail Trading Standards Association came into being.

Membership in the R.T.S.A. is open to all retailers who undertake to comply with a specific agreement to abide rigidly by the standards. Members are permitted to show the device of the Association on letterheads, bills and other business papers, and are required to show it prominently and consistently in their advertising and on the store premises.

The right to use the device may be withdrawn if a member wilfully and persistently violates the provisions of the standards to which he has subscribed. The tribunal which has been set up to pass judgment upon delinquents in this regard is strictly impartial, being drawn from persons entirely independent of the retail trade. No competitor of an offender enters the case except, perhaps, as complainants. The tribunal has at its call a panel of experts to assist it in arriving at just conclusions.

If the tribunal deems a member guilty of violating the standards,

right to display and use the Association's symbol may be withdrawn, the offender may be reprimanded, or he may be assessed a penalty of not more than twenty-five pounds (about \$122 at normal exchange rates). The tribunal has the right to advertise its order in the press to such an extent as it may think fit. However, cases are not brought before the tribunal for trial until the Advisory Council of the Association has examined the complaint and found it sufficiently well founded to require action.

A retailer from whom the right to use the Association's symbol is withdrawn may, twelve months after the order withdrawing it, apply for readmission. If the Council passes favorably upon the application, it is referred to the tribunal, with which rests the power to assent or to deny.

For admission to the Association a flat fee of ten guineas (a guinea normally is equivalent to \$5.00) is charged members, and there is an annual charge, graded according to size of the member establishment, which runs as follows: Ranking employees up to 10—one guinea; up to 25—two guineas; up to 50—three guineas; up to 100—four guineas; and thereafter two guineas per hundred, so that a store with 500 employees would pay annual dues of \$60. "Ranking employees" means all employees except drivers, delivery men, workroom employees, etc.

### Seek Good Will

It is recognized that a mere aggregation of members showing the Association symbol will not, alone, make effective the purposes of the Association. Public acquaintance with the meaning of the symbol, and public good will toward it, must be had if it is to acquire a commercial value. Hence, a dignified and balanced publicity program is planned which will include advertising by the Association as well as by individual members.

The Standards are published in two distinct phases. First, there are the general rules. These are similar in intent to many of the standards of advertising which

have been established locally by various retail groups or Better Business Bureaus in the United States. They define permissible practice in regard to mention of material content, description of imperfect merchandise, statements regarding special purchases, comparative prices, loss leaders, etc.

A typical section of these general rules comes under the heading, "Permanent Markdowns," and provides as follows: "When a comparative price is advertised on permanently marked-down merchandise, any previous price may be used, provided that the market conditions of such merchandise are substantially the same as they were when such previous price was in effect in the advertiser's store, and provided that the article was genuinely offered for sale at that price for a reasonable period (i. e., goods must not have been offered at a fictitious mark-up for the purpose of taking an excessive mark-down). Where a change in market conditions consists of a reduction by a manufacturer of the selling price of his branded merchandise, the former price of such merchandise may be used only for a period of one month from the date of the reduction, unless the date when the reduction took place is indicated. (Presumably, the last phrase refers to indication by the retailer, in his advertising, of the actual date of the manufacturer's price reduction.—Ed.)

Supplementing the general rules is a set of special rules which, so far, includes such lines as bedding, blankets, china and glass, floor coverings, furniture, draperies, furs, gloves, hosiery, metalware, laces, leathers, linens, millinery, piece goods and woven underwear.

These rules are extremely specific. They tell what words may be used to describe what materials, and how they may be used. For instance, in the piece goods rules the opening paragraph on "Material Content" reads: "When the name of only one material is used in the description of a fabric, the fabric (apart from adornments) must be entirely composed of that material, provided that a specific margin of error of a small per-

centage appropriate to the fabric in question be admissible."

Each member store uses both the general rules and the departmental rules to guide its advertising and selling procedure. A complete set of rules is maintained in the office, available for reference by the store staff or by any customer who wishes to verify a description. Complete sets also may be distributed to departments, but if this is not considered necessary, only the departmental rules applicable to the specific departments may be distributed. They are prepared in loose-leaf form to make this possible. In all cases, however, a set of general rules accompanies the departmental rules, so a department head has at all times complete information to guide him.

All the rules, both general and departmental, are divided into eight main sections, as follows: 1. Material content. 2. Trade names. 3. Descriptions relating to manufacture. 4. General descriptions. 5. Off-grades. 6. Sizes and measurements. 7. Claims and statements. 8. Presentation of descriptions.

Sections 7 and 8 are general to all departments, and are printed only in the general rules. The first six sections appear in both sets.

### Possible for America?

Because of the vastly greater geographical range of American retailing, a scheme such as has been evolved by British retailers would be difficult, if not impossible, to administer on a national scale. Nevertheless, through co-operation of leading retail elements with the National Better Business Bureau similar standards might be set up, and administered either by states or by smaller subdivisions.

The problem of consumer confidence is no less acute in this country than abroad; probably it is more acute. Whether a Retail Bureau of Standards in the United States would completely solve the problem is debatable but undoubtedly it would be a step well beyond any form of control which we have now.



## Electric Lines Extension Forecast Sales of



*C. Glenn Woker of the Turnock Hardware Co., Elkhart, Ind., demonstrates an electric pump.*

# More Electric Pumps

**H**ARDWARE men must go in for big items, believes C. Glenn Woker, of the Turnock Hardware Co., Elkhart, Indiana, which has for years sold electric pumps for rural use, and which has recently taken on a line of stokers.

An electric pump sold now and then would gratify most hardware men. And the occasional sale of such merchandise by the Turnock Hardware Company of Elkhart, Indiana, has aggregated nearly 1000 in the dozen years that electric pumps have been included in the stock in trade. Still an electric pump now and then is being sold. Mr. Woker, chief salesman for

pumps, as well as other things, believes they will be in even greater demand as electric lines are extended and as householders develop their own sources of water supply. Hence, an electric pump is always on display in the store. It remains right up next to the front door where it cannot be missed. In fact, customers must semi-circle on that side of the store to avoid direct contact with it. It is here that Woker shows the pump point by point, and gets the lead to most of the prospects. And once a lively prospect is found, Woker visits him at his home. "Of course, we don't go out and camp on his door step

until we are kicked off," said Woker, "but we manage to tell all there is to tell about the advantages of our choice of electric pumps. We take in any old pump on trade, and have a deal with a plumber so that a new pump can be installed in short order."

In earlier years of electric pumps in hardware, one was set up on the walk outside the store as a demonstrator. It pumped water from a connecting tub the moment anyone opened one of the two faucets. This pump was a small squatty affair, Woker relates, and was mounted on casters so that it could be pulled

*(Continued on page 102)*

# Brief Analysis of the Ten State Unemployment

STATE	DATE TAXES BEGIN	EMPLOYERS OF THE FOLLOWING NUMBER OF PERSONS SUBJECT:	OCCUPATIONS EXEMPT FROM TAXATION	TAXABLE WAGES
ALABAMA	JANUARY 1st, 1936	8 or more during 20 weeks of taxable year (A) (B)	1, 2, 3, 4, 5, 6, 8 (C)	(D)
CALIFORNIA	JANUARY 1st, 1936	8 or more persons em- ployed by an employer in all of his several locations shall be treated as employ- ed by a single employer	1, 2, 3, 4, 5, 6, 8	(D)
DISTRICT OF COLUMBIA	JANUARY 1st, 1936	Every individual and or- ganization engaging em- ployees	2, 3, 5, 7, 8	(D) Including gratuities received from per- sons other than em- ployer
MASSACHUSETTS	JANUARY 1st, 1936	8 or more during some day in each of twenty weeks (A)	1, 2, 3, 4, 7, 9, 10	(D) Except that wages of \$2500.00 or more per year are not tax- able
NEW HAMPSHIRE	JANUARY 1st, 1936	4 or more during a portion of each of some 13 days, each day being in a differ- ent calendar week of the taxable year (A) (B)	1, 2, 3, 4, 11	(D) Including gratuities received from per- sons other than em- ployer
NEW YORK	JANUARY 1st, 1936	4 or more during 13 calen- dar weeks of the taxable year. This includes all per- sons working within the state or who perform a greater part of their work within the state (A) (B)	1, 3, 4, 5	(D) Including gratuities received from per- sons other than em- ployer (J)
OREGON	WHEN APPROVED BY THE SOCIAL SECURITY BOARD	4 or more during 20 days in the taxable year, each being in a different calen- dar week (A)	1, 2, 3, 4, 5, 6, 7	(D)
UTAH	JANUARY 1st, 1936	4 or more	1, 3, 5, 7, 12, 13	(D) Not including wages of those who are paid \$2,000.00 per year or more at other than manual labor
WASHINGTON	JANUARY 1st, 1936	4 or more in each of 13 weeks in taxable year (A) (B)	4	(D)
WISCONSIN	JULY 1st, 1934	8 or more in each of 18 calendar weeks. (A) em- ployers located in other states but employing 20 or more in Wisconsin	1, 2, 4, 8	(D)

(For explanation of this chart see page 42)

# Insurance Laws Which Have Been Enacted

EMPLOYER'S TAX BASED ON TOTAL TAXABLE WAGES			COLLECTION OF THE TAX	EMPLOYEE'S TAX BASED ON TAXABLE WAGES			RECORDS
1936	1937	1938 and Thereafter		1936	1937	1938 and Thereafter	
.9%	1.8%	2.7% (E)	As prescribed by the Commission	1%	1%	1%	(M)
.9% (F)	1.8% (F)	2.7% (F)		.5% (G)	1% (G)	1% (G)	(M)
1%	2%	3% (E)	Returns and payments will be due not later than 15th of month fol- lowing taxable month and must be made under oath except where re- turn is under \$10.00	None	None	None	(M)
1% (H)	2% (H)	3% (H) (E)		None	1%	(I)	(M) Also lay- offs with reasons and their duration, must be kept by all employers
1%	2%	3% (E)		.5% (G)	1% (G)	1% (G)	(M)
1%	2%	3%	No payments to the State will be made until April 1st, 1936. Thereafter payments will be due not later than the 15th day after the close of the payroll period	None	None	None	(M)
.9% (K)	1.8% (K)	2.7% (E) (K)	No taxes will be col- lected prior to March 1st, 1936	None	None	None	(M)
3% of taxable wages until a reserve of \$75.00 per employee has been accumu- lated; 1% when the reserve is between \$75.00 and \$100.00 per employee, no tax when the reserve is \$100.00 or more per employee				No tax on the employee but he may contribute for the purpose of increas- ing benefit payments			(M)
2%	(L)	3% (E)	As prescribed by the Commission	1%	1%	1%	(M)
2% (N)	2% (O)	2.7% (O)	Must be computed, paid and reported to the Commission monthly for the preceding month	None	None	None	(M) Such re- cords must be kept regardless of liability un- der the law

*This chart and data compiled by the National Wholesale Hardware Association.*

## NOTES

(Explaining the letters A to O in several columns)

- (A) For 1936, employment during 1935 makes an employer subject to the law.
- (B) Persons employed by an employer in all of his several locations shall be treated as employed by a single employer; provided that all employees of companies in which another corporation or person holds majority control or ownership shall be considered in the employ of the parent company.
- (C) Persons employed partially in the State and partially in another State may be subject to both laws through a reciprocal agreement.
- (D) All remuneration of any nature paid to a person by his employer.
- (E) In 1941, employers will be classified on the basis of the unemployment hazard, and the tax rate will vary according to the employer's experience.
- (F) A reduction to a minimum of 1% is provided for those who have a certain reserve and good benefit experience. Private plans are exempt if (1) a guaranteed employment account provides from forty-two weeks of thirty-six hours to fifty weeks of twenty hours per year, or (2) a private plan as beneficial as that provided by the State law is approved.
- (G) The rate shall never exceed more than 50% of the rate paid by the employer.
- (H) No employer shall pay in excess of the credit he is allowed against the Federal Tax.
- (I) One-half of the rate paid by employer.
- (J) The wages of those receiving in excess of \$2500.00 per year or \$50.00 per week and doing other than manual labor are not taxable.
- (K) Guaranteed employment accounts reduce contribution rate.
- (L) Based on Federal Reserve Board's Adjusted Index of Industrial Production.
- (M) Must include record of all employees, the hours worked by each, wages paid and, where there is a tax on employees, deductions from employees' wages.
- (N) If this amount is less than 90% of the Federal Tax, the employer must pay the difference to the State.
- (O) Depending upon the employer's reserve percentage and benefit experience, the rate shall vary from no contribution to 3% in 1937 and a maximum of 4% after 1938.

## OCCUPATIONS EXEMPT FROM TAXATION

(As coded in third column, page 41)

1. Farm Labor.
2. Domestic Service.
3. Federal, State and Local Government Employees.
4. Employees of Non-Profit Organizations.
5. Certain Members of Family.
6. Crews on Ships.
7. Casual Labor.
8. Persons doing the greater part of their work outside of the State.
9. Employees on a commission basis where they are master of their time and efforts, and where the wages or compensation depend upon the amount of effort expended.
10. Home-workers on a piece-work basis.
11. Physicians and Nurses in Hospitals.
12. Those covered by Unemployment Compensation provided directly by Congress.
13. Employees on a common carrier in Interstate Commerce.

## Major Effort for Major Lines

By FRED A. LAMBERTON

THROUGHOUT America, aggressive retailers have come to realize that to keep pace with changed and changing conditions, they must direct their sales activities to merchandise which produces a substantial volume. Merchandise, such as coal and wood ranges, heaters, gas ranges, electric refrigeration, electric washing machines, and radio receiving sets can be successfully sold only with an outside selling organization. These hardware retailers have found that they can operate a separate selling division

which devotes its entire effort to this class of merchandise equally as well as a specialty selling concern, and that such activity automatically brings to their store many new customers for small hardware purchases—sales which in many instances would have likely gone to the chain store.

That effort on these volume lines have made such dealers a great deal more competitive in their entire field, there can be no question, and the aggressiveness, enthusiasm, and dynamic selling ability of the specialty selling

division soon radiates through the entire organization, making good inside salesmen out of the former ordinary floor clerks.

Some hardware wholesalers throughout the country were quick to realize the possibilities these volume lines offered them. They also found they could take an enviable position in the industry by rendering a most valuable service to the hardware retailer by placing these lines with him rather than allow the desired major lines go to the electrical or specialty

(Continued on page 106)



# *How to Determine and Manage a* Retail Advertising Appropriation

*Continuing the article (H. A., Dec. 19, 1935)*

By VICTOR VITROMILE

**W**HETHER the merchant follows the plan of spending a certain percentage of the cost of goods for advertising, or the plan of spending a certain percentage of anticipated gross sales, the result is the same from a mathematical standpoint. There is a difference, however, from the appropriation standpoint, inasmuch as the appropriation based on gross sales, even though the per cent rate is the same, will be larger than that

based on the cost of the goods. The explanation of this is that the gross sales include profits, resulting in a higher dollar-equivalent for the same percentage.

An appropriation of 5 per cent on a stock with cost value of \$20,000 would amount to \$1,000. But, if the retail value of this stock, reckoning "mark-up," is \$25,000, and the retailer decides to base his 5 per cent appropriation on the anticipated gross sales for the year, the available appropriation will be \$1,250.

On the fixed-percentage basis of advertising expenditure, the merchant often deludes himself. The retailer can seldom afford to hold any percentage as such inviolable. Theoretically, a specialty store doing a business of about \$100,000 a year can well afford to spend at least \$4,000 to promote and maintain the volume of business. According to this theory, the store's advertising should be arranged on a schedule that will permit an average expenditure of about \$80 a week for local advertising. During certain seasons, more might be spent each week; at other times, less.

Because of what is known as the accumulative effect of advertising campaigns—in other words, the increasing momentum of a continuous campaign by an established advertiser—the dollar-appropriation does not have to be increased each successive year in the same ratio as the percentage of sales increase from year to year. The retail business which forced its volume by \$50,000 in one year with a \$5,000 advertising appropriation would not of necessity have to expend \$10,000 the following year to achieve a sales objective of \$100,000. In the foregoing, 4 per cent of gross anticipated volume was used as the basis of the appropriation, but 4 per cent might be too little for a new business seeking to establish itself in a competitive market.

The percentage-of-gross-volume theory is not so satisfactory to the merchant starting in business as the percentage-of-cost-of-stock, or percentage of the average current stock inventory, for the reason that such a merchant has no practical basis, ordinarily, on which to judge what his first year's sales will be. It is certain that the new business will require more vigorous advertising during the first year than its established con-



*If you read the article in H. A., Dec. 19, 1935, you will want to read this one.*

temporaries, but this condition is not without its compensations, because a thousand dollars invested in local publicity the second year will very likely produce three times the results of the same expenditure during the first few months of the store's existence, assuming that the business is being well managed.

Advertising enthusiasts aver that when business is sluggish, we should advertise more to obtain some; that when business is brisk, we should advertise some to get more. However, it seems that most retailers are not enthusiastic about advertising when results are not in sight in reasonable time. And, as results are not produced quickly in off times, the average retailer is usually a "fair-weather" advertiser, so to speak.

Ordinarily, retail advertising is done to promote trade in general rather than to dispose separately of each different line of wares. Nevertheless, the retailer who advertises a special lot of merchandise at small profit, striving to move it quickly, and who does not accomplish his purpose, feels justifiable disappointment that the advertisement did not "pull." Such an advertisement is unprofitable, and it would still be unprofitable if it moved some of the goods, but not enough of them above the cost of the advertising to make the effort and the investment worth while.

There is, of course, indirect benefit to all advertising, such as name and trade-slogan publicity, or the possibility through its reminding function of bringing a reader into the merchant's store for merchandise other than that specifically advertised in today's newspapers.

Even those inquiries that do not develop into immediate sales of the goods advertised are of value, because they furnish practical evidence that the advertised offer was read and they may be the means of bringing new customers.

The differential between the unit of advertising cost per dollar of goods sold and the unit of gross profit per dollar of goods sold is the final determinant of

the profitability of any business created by printed advertising, no matter what the sphere of publicity under consideration. Thus, if the net profit per dollar of goods sold is 19 cents, and the advertising cost per dollar of goods sold is only 2 cents, the advertising is unquestionably profitable because it leaves a net profit, exclusive of all expenses, of 17 per cent.

No retailer can afford to advertise to hold the friendship of local newspaper publishers. In certain cases, newspaper advertising is not the most profitable vehicle of retail advertising. The retailer is justified in subjecting the value of all forms of local advertising to the exacting test of responsiveness.

### Speculative Element

There is a speculative element in all advertising that makes it impracticable for publishers to guarantee very little more than the publication of copy in accordance with contractual specifications; hence, the retailer must conserve his own interests carefully in planning his advertising and in checking the results.

While the daily newspaper is still the most important medium available for the promotion of retail trade, the merchant should not use newspaper advertising simply to conform to custom, or to "follow suit" with flamboyant competitors, if he cannot obtain satisfactory traceable results.

If the retail merchant does not have the good fortune to have a well-established daily newspaper of recognized reader influence and advertising responsiveness—a paper that affords complete coverage of most of the homes in the community—it is still practicable for him to do constructive advertising through circularization directly to the homes of prospects and other devices of direct-appeal "controlled" advertising.

No retail merchant can afford to patronize all the advertising propositions that are submitted to him, and even if he could afford to do so, he would do better to put an amount equivalent to what all these schemes in the ag-

gregate would cost into one worthwhile vehicle of publicity.

To be really profitable, all advertising must occasionally produce some new business. Unless it does, the advertiser is virtually paying an accumulative cost for last year's patronage, something on the principal of interest on the acquisition cost of each original new customer.

Of course, it is the function of all advertising, under highly competitive conditions of business, to retain as well as to obtain patronage, but the right kind of advertising may be expected to accomplish this dual function continuously, and in the degree that it does, it becomes permanently profitable and constructive. But, when the merchant's newspaper publicity seems to slacken its old-time "pull," the advertiser should remember that advertising style, like style in all other things, requires occasional change, both as regards its literary and typographical elements.

It is traditional with certain types of retail advertisers that they flourish for a time and then disappear entirely from the publicity picture. Examples of this group are the flamboyant, ballyhoo type of cut-price retail advertiser.

Their careers are short and colorful, and it is surprising with what accuracy the time that they can succeed in holding the attention and interest of the public can be forecast by an experienced advertising man who knows the true strength of the appeal they make.

In the early days of advertising, it was commonly said that at least fifty per cent of all advertising was money wasted, yet even in those days advertising was conceded to be immensely profitable to the large national advertisers.

With the increment in scientific knowledge of advertising these blank shots in advertising can be reduced to almost nothing by equal application of care and judgment in the composition of the advertising and the selection of the mediums for circulating the message to potential customers.

# Power of Store Manager to Bind Owner By Contract

By ELTON J. BUCKLEY  
*Attorney-at-Law*

**W**HEN a retail merchant places a representative or manager in charge of his business, he should not lose sight of the fact that, as a general proposition of law, such a manager will have apparent authority to make contracts in the ordinary course of the business. And further, third parties, in their dealings with an employee of this kind, will not be bound by any secret instructions that the merchant may have given in respect to the conduct of the establishment.

The foregoing rule is of wide application in the retail world, and should never be overlooked by a merchant in situations of this kind. And, as an example of its application to the specific facts of a given case, the following will serve.

## Merchant Places His Wife In Charge of Store

Here a retail merchant was engaged in operating a grocery store, and went away for several months on other business leaving his wife in charge. Before leaving he instructed his wife about what to buy, and told her not to make any purchases other than merchandise to replenish the stock as the occasion required.

In violation of these instructions, the wife during her husband's absence signed a contract for advertising for a period of one year payable \$3.50 per week. Upon the merchant's return he was informed of this contract but promptly declined to pay anything on it, on the ground that his wife, while manager of the business in his absence, had no authority to make the contract.

Plaintiff, holder of the contract,

sued thereon, and the evidence showed that when the contract was entered into the plaintiff had no knowledge of any limitation upon the power of the defendant's (merchant's) wife to contract. In addition, plaintiff contended that the contract was one clearly within the ordinary course of the business and that defendant should be held bound thereon. The case reached the higher court on appeal, and here in holding the defendant liable the court said:

## The Language of the Court

"Defendant says that when he left the city he gave his wife special instructions as to what purchases to make, and that she had no authority to exceed his instructions, or to contract for anything except merchandise to be sold in the store. The answer to that contention is that a principal who gives his agent secret instructions cannot shield himself behind these instructions, and if the agent's acts from which the claim results are reasonable and are such as would ordinarily be done by a person having the authority apparently exercised by the agent, the principal is bound. \* \* \*

"Defendant contends that the authorities to which we have referred do not justify our holding that an agent left in charge of a store may contract for advertising, but that they merely hold that such an agent may purchase stock to be sold. If an agent may purchase stock to be sold, we are unable to see why the same agent may not

contract for reasonable advertising to assist in the selling of the stock.

"The only question then remaining is whether or not the contract \* \* \* made was such a one as might reasonably be expected to be made by a person operating a grocery store of the small size and humble pretensions of that operated by defendant. It is not unreasonable for any grocery store to contract to spend \$3.50 per week for advertising. It follows that the contract was reasonable, and that the wife had apparent authority to execute it. The husband must be held responsible for the contract made by her."

## Summary

So ended the case, with the merchant being held liable on the contract for advertising signed by his wife while acting as manager of the business. The court taking the position that the nature of the contract, the amount involved, etc., being such as to reasonably fall within the course of the defendant's business, it was one which the wife had apparent authority to make. And, needless to say, the above are the usual tests by which the validity of contracts made by agents or managers are judged.

So that a contract made by the manager of a business that is clearly outside the scope of the business, either by its nature or extent, may not bind the employing merchant. On the other hand, where a person is placed in charge of a business his apparent authority will usually be held to cover all acts reasonably proper in the conduct of the business, and such contract will bind his employer.

# They're Telling Us

## *What readers say about the Hardware Age Catalog and Directory Number*

### **Appreciates Usefulness**

OIL CITY, PA.—We are pleased to advise that we have received our copy of the "Who Makes It?" and was received in first class condition and is very much appreciated and moreover very useful to us in our business. Please accept our thanks.

F. E. MANLEY, Mgr.,  
Seep Bros. Branch,  
United Hdwe. & Supply Co.

### **Once a Day in Mexican Store**

DURANGO, MEX.—I wish to acknowledge receipt of your "Who Makes It?" directory and beg to thank you for same.



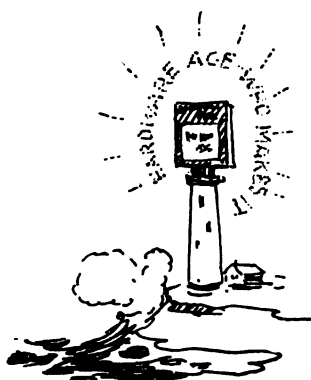
I am always pleased to have this directory which came by mail in good shape, and at least once a day must refer to same.

Thanking you also for sending the **HARDWARE AGE**,  
IGNACIO DE LA GARZA.

### **Indispensable**

ARKANSAS CITY, KANS. — The directory, or "Who Makes It?" issued by the **HARDWARE AGE**, ar-

rived in good shape, and I want to take this opportunity to thank you very kindly for same.



We formerly used one put out by another concern, but it is as nothing compared with the volume you sent us. We find this service indispensable.

AL G. WRIGHT, President,  
Wright-Burton Hardware Co.

### **Most Dependable**

WHARTON, TEXAS. — "Who Makes It?" has a permanent place on my desk and is used very often, and is a most dependable source of information.

J. T. MURPHY.

### **Wonderful Book**

MIAMI, OKLA.—We are in receipt of the "Who Makes It?" some days ago and it is a wonderful book and we are taking advantage of its many helps.

F. E. MILLNER,  
Ed. Millner Hdwe. & Furniture

### **Fills All Needs**

HARTFORD, CONN. — We are pleased having received the copy of "Who Makes It?" in good condition.

The writer refers to this directory daily and finds it contains all the information and help in buying that a buyer of hardware needs.

FREDERICK W. NORRIS,  
Secretary,  
The Tracy, Robinson & Williams Company

### **Masterpiece**

CANTON, OHIO—I received the new directory, "Who Makes It?" in fine shape.



It is indeed a "masterpiece of work," a great help to the hardware trade. The more I look at it the better I like it.

Many thanks.

WILLIAM KAISER.

### **Vital To Any Firm**

GLENS FALLS, N. Y.—"Who Makes It?", a book vital to any firm and just as important as their regular order catalog.

Would not know what to do with-



out it and what a money saver, it eliminates any question when in doubt of any particular firm and its products.

With much success and for a bigger and better book in the near future.

BENJ. S. A. KIRSCHENBAUM, Prop.,  
"K" Locksmith & Hdwe. Supply Co.

### Advertisers Get a Break

LINCOLN, NEB.—We wish to thank you for the volume No. 136, "Who Makes It?"

We consider this worth many dollars to us during the year. Advertisers in this volume are sure in a good book and receive plenty of going over.

We hope you will continue printing this, and we thank you again.

HENRY VEITH COMPANY.

### Convenient Form

MIAMI, FLA.—Acknowledge receipt of the Directory or "Who Makes It?" issue of the *HARDWARE AGE*, dated Sept. 26, 1935.

This copy reached us in perfect condition. We are pleased to have it and find it very useful and in convenient form.

R. M. MILLER, Secy.-Treas.,  
Railey-Milam, Inc.

### Used Frequently

HUTCHINSON, KAN.—We received the "Who Makes It?" issue of *HARDWARE AGE*. It reached here in good shape and our buyers consider it very good and use it frequently.

CHARLES J. COLLADAY,  
The Frank Colladay Hardware Co.

### No Directory—No Business

SCOTTDALE, PA.—I have used the directory for the past six years and have found it very useful in our line of business. I have especially found it useful in locating the manufacturers of repair parts for various items, such as washers, furnaces, stoves, etc. In fact, I would not know how to continue some of our business without it.

We hope you will continue to publish this book each year.

ETHEL STRUCKOFF,  
C. A. Brillhart Hardware.

### Biggest Help Ever

PORT HURON, MICH.—With reference to "Who Makes It?" issue, we wish to say that this is the most valuable reference book ever pub-

lished for the benefit of the hardware trade. We will certainly make good use of it.

C. A. STURMER,  
Chas. A. Sturmer Company

### Convenient

JACKSON, TENN.—We received copy of "Who Makes It?" in good condition and certainly thank you for same, as this will be quite a convenience in our store.

H. C. ROSS,  
Vice-Pres. & Gen. Mgr.,  
McGee-Ross Hardware Co.  
and Vice-President, N.R.H.A.

### An Evening at Home

MINNEAPOLIS, MINN.—I spent a good part of an evening this week going through the last edition of "Who Makes It?" and am writing



this letter to let you know we think it is an exceptional service on your part, both to the retailers and wholesalers. Our buyers find it very convenient to refer to from time to time.

S. P. DUFFY, Secy. & Asst. Mgr.  
Hall Hardware Company.

### Always Valuable

BELINGTON, W. VA.—We beg to acknowledge receipt of your Directory "Who Makes It?" Publications of this nature are always valuable in the office of any purchasing agent for wholesale hardware and its worth is demonstrated in ways that are least expected and which almost constantly confront the buyer.

J. E. KEYSER, President,  
Kane & Keyser Hardware Co.

### Valuable

ATLANTA, GA.—We wish to tell you that your "Who Makes It?" issue contains a valuable store of information and that it will be of great usefulness to us.

SARAH DOZIER,  
King Hardware Company

### Use It Often

JELlicoe, TENN.—Received Directory for which please accept our thanks.

It is very complete and we can frequently use it.

FRANK L. SMITH, Treas.,  
Jellicoe Hardware Co., Inc.

### Complete

MIAMI, FLA.—The *HARDWARE AGE* Directory was received a few days ago in very good condition. We have gone over this directory carefully and wish to report that it is a very complete book and very well gotten up. This book should be very helpful for the buyer in securing the names and addresses of manufacturers.

H. S. THOMPSON, Vice-Pres.,  
Hopkins-Carter Hardware Co.

### Valuable

SAN FRANCISCO, CALIF. — The Directory was received in good condition and is now on the writer's desk.

I wish to compliment you for the manner in which this book is gotten up and wish to say that I will find it very valuable for reference. Thank you.

C. F. SHARROCKS,  
Manager, Pur. Dept.,  
Baker, Hamilton & Pacific Co.

### Most Complete

VICKSBURG, MISS.—In regard to the *HARDWARE AGE* Directory, must say it is about the completest edition of this kind we have ever had the pleasure of going through. As to any improvement we see no comments to be passed for its betterment.

C. R. WRIGHT,  
Wright Brothers Hardware Co.

### Referred to Often

POUGHKEEPSIE, N. Y.—"Who Makes It?" We find it a most helpful Directory and refer to it very often. We are exceptionally pleased with it.

Our copy was received in perfect condition. We thank you for it and wish you all success.

E. J. MACCLELLAND, Manager,  
Du Bois Supply Company

# NEWS OF

HARDWARE AGE FOR

## MASBACK HARDWARE CO. WILL MOVE TO LARGER AND MORE MODERN QUARTERS

Edwin R. Masback, president of the Masback Hardware Co., wholesalers of hardware and allied lines in the New York City Metropolitan area, has announced plans for the firm's removal from its present Warren St. address to larger and more modern quarters at Hudson and Van Dam Sts., New York City. Occupation of the new premises is scheduled for March 1.

Elaborate pneumatic tube and chute systems are being planned for the nine-story building to insure a prompt, efficient filling of orders as well as a rapid store service. A large, model hardware store will be designed to keep dealers posted on all that is newest and best in up-to-date hardware store equipment and merchandising methods.

The firm was first established 60 years ago by Robert J. Masback, now chairman of the board of directors, in a small retail store in New York. His delivery system consisted of a push cart. Four years later, due to the growth of the business, larger quarters were taken.

Business continued to increase steadily and, prompted by the pioneer spirit of the times, the founder, anxious to be known as a "downtown business man," bought out the firm of Mowbray Brothers in 1884 and set up business at 80 Vesey St. It was at this time that he conceived the ideal of doing a wholesale business as well as retail.

In 1897 Mr. Masback visualized the possibilities of an exclusively wholesale business and moved to larger quarters at 117 Chambers St., the heart of the city's wholesale hardware district. Here was developed the first Masback catalog of 12 pages. In 1906, expansion made another move necessary, this time to the present location at 84 Warren St. One by one the five adjoining buildings were purchased so that the firm now occupies buildings at 74-76-78-80-82-84 Warren St., with a total floor space of about 1,000,000 square feet.

To the line of hardware, new lines such as housefurnishings, toys, sporting goods, paints, and glass have been added. The de-

livery system is now composed of a fleet of trucks housed in a spacious garage. The sphere of activity has also been expanded so that the sales force of 60 now fully covers the Eastern territory from Maine to Virginia.

To help the retailer increase his sales, a sales promotion department has been developed. A large, up-to-date print shop, operating on the premises, prints the 800-page catalog and price service. In recent years a line of private brand merchandise,

under the "Red Diamond" name, has been developed for the specific purpose of protecting the independent merchant from chain store and mail order house competition.

In the opinion of E. R. Masback, president and son of the founder, the new facilities will enable the firm to provide a most complete, accurate and efficient service. Mr. Masback has been actively engaged with Victor Ridder, WPA Administrator of N. Y. City, in working out a re-employment plan for the hardware field.



The new home of the Masback Hardware Co., Hudson and Van Dam Streets, New York

## GLOBE AMERICAN CORP. NAMES DISTRIBUTORS

The Globe American Corp., Kokomo, Ind., manufacturer of "Glow Boy" and "Ray Boy" heaters, "Glow Maid" coal and wood ranges, have appointed the Richards & Conover Hardware Co., Kansas City, Mo., and Oklahoma City, Okla., and the Witte Hardware Co. of St. Louis, Mo., as distributors. These appointments became effective Jan. 1, 1936.

These sales are handled through the office of Fred A. Lamberton, 407 Security Bldg., St. Louis, Mo. Mr. Lamberton became associated with the Globe

American Corp. about Sept. 1, 1935. He also operates a sales office in St. Louis for American Steel Wool Co., N. Y., Upson Walton Co., Cleveland, Kingston Products Corp., Kokomo, Ind., and Utica Cutlery Co., Utica, N. Y.

## AMERICAN HARDWARE MEETING JAN. 27 AND 28

The American Hardware & Supply Co., wholesale, Pittsburgh, Pa., will hold its twenty-fifth annual dealer meeting at the headquarters of the company, 41-43 Terminal Way, on Jan. 27 and 28, 1936. Wm. M. Stout is general manager of the firm.

## LANE ELECTED V.-PRES. OF BOSTON VARNISH CO.

At the annual meeting of the directors of the Boston Varnish Co., held at the plant in Everett, Mass., recently, Franklin J. Lane, eastern sales manager of the Kyanize organization, was elected a vice-president of the corporation.



FRANKLIN J. LANE

Mr. Lane has been engaged in sales work for the company for the past 15 years and is well known, particularly to the trade in the eastern section of the country, where he served as sales manager for the past three years. As vice-president, he will continue his duties in sales management with added responsibilities in general supervision of the Kyanize sales staff throughout the country.

## EMPIRE ASSN. TO HOLD DINNER-DANCE MAR. 14

The Empire City Supply Association will hold its second annual dinner-dance, March 14, at the Hotel Astor, New York City. The affair will be a formal one and entertainment will be provided by stars of the radio and stage. Tickets are \$5.00 per person.

Louis Cohen, president of the Moylan Supply Corp., is president of the association. Harry F. Halpern, secretary of the entertainment committee, with headquarters at 2308 Third Ave., will make reservations for those wishing to attend. The affair is under the supervision of Mack Rosenberg, president of the R. & B. Hardware Co., Inc.

# THE TRADE



JANUARY 16, 1936

## HOME SPECIALTIES CO. PURCHASES AWNING FIRM

John M. Walker, president of Home Specialties Co., Inc., Newton Centre, Mass., has announced that his company has purchased the Framingham & Milford Awning Co., Holliston, Mass. The latter company has long been established in Holliston, and by its acquisition, Mr. Walker says he will be in a position to give better service to his clients in that territory.

The firm has also opened an office at 40 Merrick St., Worcester, Mass., under the management of A. B. Benson.

## NASHUA CO. PURCHASES PACKAGE PAPER CO.

The Nashua Gummed & Coated Paper Co., Nashua, New Hampshire, has purchased the business of the Package Paper Co., Holyoke, Mass., manufacturer of printed transparent cellulose, waxed, glassine and specialty papers. Though no final decision has been made, it is understood that for the present the Nashua company will operate the Holyoke plant.

Arthur E. Havemeyer, president of the Package Paper Co. has become associated with the Nashua firm in an executive capacity. The addition of printed transparent cellulose and other specialties to its lines of box covering papers, gummed and waxed papers, will give the firm a complete variety of packaging products.

## G-E MAKES CHANGES IN INDUSTRIAL DEPT.

J. E. N. Hume, assistant manager of the General Electric Company's industrial department, has been appointed manager of the department, succeeding the late W. W. Miller. Mr. Hume had been assistant manager for the previous six years and in that capacity was responsible for general sales direction, policies, prices, consignments, and similar activities of the department.

George H. Reid has been appointed industrial department manager of the New York district, succeeding Fred S. Hartman who retired at the close of the year. Mr. Hartman's services will still be available to

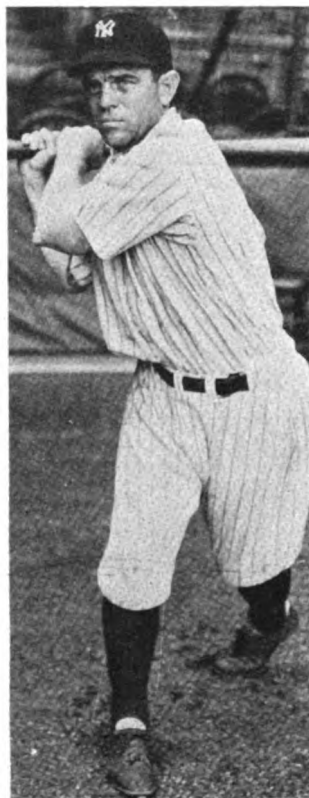
the company in an advisory capacity.

## MOHAWK ASSN. ELECTS SPOHN AS SECRETARY

At a recent meeting of the Mohawk Valley Retail Hardware Association in the Hotel Utica, John Spohn was elected secretary to succeed George Agen, who has left the hardware business. Mr. Spohn took office with President Paul Barker and other new officers, Jan. 9.

## FORMER BASEBALL STAR BUYS HARDWARE STORE

After a 15-year spectacular professional baseball career, Joe Sewell, former infielder for the Cleveland Indians and the New York Yankees has purchased the



JOE SEWELL

retail store of the Moore-Handley Hardware Co., Tuscaloosa, Ala. He obtained his release from the Yankees at the conclusion of the 1935 season and will probably retire from active participation in baseball.

The concern to be known henceforth as the Sewell Hard-

## CONVENTION PROGRAM OF W. VIRGINIA ASSN.

The program for the 30th annual convention of the West Virginia Hardware Association has been announced. The association will meet at the Greenbrier Hotel, White Sulphur Springs, W. Va., Jan. 20-21. The morning and afternoon sessions of both days will be confined to business and the evenings given over to entertainment.

Speakers at the sessions will be: Thomas B. Howell, secretary of the Virginia Retail Hardware Association, who will speak on "Causes and Cures of Today's Competition"; Major Charles C. Anthony of the FHA; A. MacLachlan, of the Dover Mfg. Co., who will speak on "Salesmanship"; Paul J. Stokes, of the NRHA, who will speak on "Comparison of Operating Costs."

Officers of the association are: Oscar V. Bowling, president; R. F. Cox, first vice-president; Norman Cook, 2nd vice-president; and H. B. Clower, secretary-treasurer.

ware Co. has taken over the stock and fixtures of Moore-Handley's retail department. The latter company will continue to operate its wholesale business as formerly. The parent company in Birmingham is not affected in the transfer.

It is understood that Mr. Sewell acquired the store by outright purchase. He will continue operation along the same lines as formerly, with special emphasis being placed on the sale of sporting goods. After being closed for several days for reorganization and inventory, the store was reopened Jan. 6 in the same location. Essentially the same lines of hardware will be handled.

Mr. Sewell said that he expected to maintain his interest in sports either professionally or otherwise and that he was entering business with the same enthusiasm that he did professional baseball. He is well known to American fans having held the big league record for the least number of strike-outs scored against him.

Aggressive merchandising has made possible an enviable business which Mr. Sewell acquires.

## 559 HARDWARE MEN PLEDGE TO HIRE WPA WORKERS WHEN VACANCIES OCCUR

Industrial Reemployment Bureau field men, operating in the New York City area, are highly gratified with the receptions accorded them by hardware business men during their canvass of employers. A report embodying the combined results of the canvass covering 10 days from Dec. 2 to 13, inclusively, shows that 559 business men signed a pledge, giving preference to WPA workers when vacancies occur, and that while 415 employers did not sign they agreed to give serious consideration to the request for cooperation. The agreement to sign and the offer to consider I.R.B. cooperation are classified by the salesmen under the title, "Productive Work." Considered on a percentage basis, they total 69.87 per cent, which is considered very high and satisfactory to those who are interested in the I.R.B.'s progress.

Great confidence is felt by the field men that the 30 per cent of business men who have not yet

signed will do so when they realize that the reemployment bureau offers none but the best help. What the I.R.B. wishes to emphasize through its field men is that former hardware workers now on WPA rolls, are highly certified and that these endorsements were made by 20 of the city's leading hardware executives after they had examined the 350 WPA employees at the bureau's headquarters, 618 Sixth Ave. The work of the steering committee was headed by Edwin R. Masback.

"Merchants realize that they are real pioneers in the carrying out of the I.R.B.'s plans," Major Wilfred E. Boughton, director of the bureau said. "They know that our bureau is endeavoring to remove the necessity for WPA by obtaining jobs in private industry for its employees. Business men are also aware that relief rolls, whether home relief or work relief, are painful burdens. Therefore, by helping us, they are helping themselves."

# U. S.-Canada Reciprocal Tariff Agreement

**U. S. will export manufactured products largely, whereas Canada will furnish raw materials and agricultural products to a large extent.**

Due to an error in printing data on the United States-Canada Reciprocal Tariff agreement in our Dec. 5, 1935, issue, the wrong impression is given regarding the concessions made by both countries. The correct information is given below. This compilation includes only manufactured items of particular interest to our trade and cannot be considered as a complete schedule. Many of the concessions made by the United States to Canada are for raw materials and agricultural products, not shown in this list. A letter on this subject from H. L. Southall, managing editor, *Hardware & Metal*, Toronto, Canada, helps clarify the situation. From this we quote in part:

"We have granted our inter-

mediate tariff on a wide range of other hardware such as tarred paper and prepared roofings, sandpaper, roofing and shingles of saturated felt, cordage, leather belting, etc., which are still not included in your list because your list has been prepared from the table of lines specifically mentioned by the Canadian gov't., but that list was only of lines on which the rates mentioned were guaranteed for the life of the pact. On all other imports from U. S. we automatically extend our intermediate tariff or our 'most favored nation' tariff (whichever is lowest), whereas such imports formerly came in under the higher general rate. Hence we had to fine-comb our tariffs to get the big list we published Nov. 30."

## Concessions Made in Duties on Hardware Items by Canada in Reciprocal Agreement with United States

(In percentages unless otherwise indicated)

	Present Duty	New Duty	Approximate Reduction Percentage
Vacuum cleaners, etc. and parts...	25	20	20
Refrigerators, domestic or stores:			
(i) Electric	40	30	25
(ii) Other than electric	30	27½	8
Washing machines, parts, etc.	35	25	29
Clothes wringers, etc.	35	30	14
Lawn mowers	32	30	7
Wire cloth, etc.	25	22½	10
Nickel kitchen or household hollow-ware, n.o.p.	..	..	..
Woven wire fencing, etc.	15	12½	17
Woven wire fencing, wire cloth, wire netting, coated or not	57	30	14
Woven netting, coated, etc., for fur farms	30	27½	8
Incubators, brooders, etc.	25	12½	50
Scythes, sickles, hoes, rakes, n.o.p.	25	12½	50
Cutlery (I. & S.):			
(a) Knife blades, table forks in rough, etc.	10	7½	25
(b) Table knives and forks	35	30	14
(c) Spoons	35	30	14
Nuts and bolts, etc. (I. & S.):			
(100 lb.)	75c	50c	33
(and ad val.)	25	18	28
Hinges and butts (I. & S.), etc.:			
(100 lb.)	75c	75c	..
(and ad val.)	30	24½	18
Screws (I. & S.):			
(I) Wood screws	30	25	17
(II) Machine and other screws, n.o.p.	30	25	17
Wire roofing nails, all sizes, and wire nails over 1 in. 100 lb.	60c	55c	8
Cut nails 100 lb.	50c	45c	10
Shovels and spades, n.o.p.	20	15	25
Axes	20	15	25
Certain precision tools	30	25	17
Hollowware (I. & S.) n.o.p.	30	27½	8
Kitchen and dairy hollowware (I. & S.) tin-plated, etc.	30	27½	8
Hollowware, enameled	35	30	14
Bicycles and tricycles, n.o.p.	30	27½	8
Articles of I. & S., nickel or electro-plated for mfg. bicycles, etc.	30	27½	8
Cars, n.o.p. wheelbarrows, etc.	20	27½	8
Farm wagons, sleds, etc.	25	15	40
Buggies, carriages, etc.	15	10	33
Children's carriages, sleds, etc.	35	30	14
Fishing tackle n.o.p.	30	25	17
Guns, rifles, revolvers, swords, etc.	30	27½	8
Guns and rifles not made in Canada	30	27½	8
Metal parts n.o.p. for mfg. shot guns	25	17½	30
Apparatus for cooking or heating buildings:			
(1) For coal or wood	30	25	17
(2) For gas	30	25	17

	Present Duty	New Duty	Approximate Reduction Percentage
(3) For electricity	30	25	17
(4) For oil	30	25	17
(5) n.o.p.	30	25	17
Steel bicycles rims	35	27½	21
Steel balls, under ½ in. (burnishing balls)	10	7½	25
Water pumps for domestic use only	30	25	17
Steel balls, for bearing, of machy. and vehicles	10	7½	25
Steel wool	10	7½	25
Skates of all kinds	30	25	17
Churns, n.o.p. brooms, rolling pins, etc.	20	17½	12
Fishing rods, etc., golf clubs, etc., skis, balls, etc.	35	30	14

## Concession in Tariff Duties on Hardware Items Granted by United States to Canada

(In Ad Valorem Rates)

	Present Duty	New Duty	Approximate Reduction Percentage
Electrical cooking stoves and ranges and parts	35	25	28
Ice hockey sticks of wood	33½	20	40
Lacrosse sticks	30	15	50
Ice skates and parts	20	15	25



CHICAGO—Harry Decatur (left), past-president of the 14th Floor Mart Club of the Merchandise Mart comprising the housewares division, handing the gavel to C. S. Keating, secretary of Earl W. Newton & Associates, who was elected president of the group for 1936.

## BANQUET TO MARK 50TH YEAR OF PHILA. GROUP

The Hardware Merchants' & Manufacturers' Association of Philadelphia will hold its Fiftieth Annual (Golden Anniversary) Banquet at the Bellevue-Stratford Hotel Thursday evening, Jan. 30. The subscription this year will be \$5.00 per cover and as the attendance has been limited to four hundred members and guests, it is urged that reservations be made promptly. No reservations or cancellations will be accepted after Jan. 20. Inquiries should be made to George A. Fernley, secretary-treasurer of the association at 505 Arch St., Philadelphia.

## G. H. KILEY JOINS GIBSON CORPORATION

George H. Kiley has been appointed to have charge of sales for the New England States and the northern New York District of the Gibson Electric Refrigerator Corp., Greenville, Mich. Mr. Kiley was formerly eastern district sales manager for Grunow.

## DEALER TO RUN FOR CONGRESS

Roy Ingram, head of the Ingram Hardware Co., Tarrant, Ala., and mayor of that city, has announced his candidacy for Congress to replace Rep. George Huddleston. Mr. Ingram has been in the hardware business for 12 years.



## COOK, ASST. V.-PRES. IN CHARGE OF PURCHASING FOR MASBACK, SHANN TO CALL ON DEPT. STORES

Emil W. Cook, formerly of the purchasing department of the Masback Hardware Co., wholesalers of 74-84 Warren St., New York City, has been appointed assistant vice-president in charge of purchases. John Shann, also formerly of the purchasing department, will now confine his activities to calling on department stores.

Under Mr. Cook's supervision,



JOHN SHANN



EMIL W. COOK

a number of assistants will be responsible for the various activities of the purchasing department. They are: Don La Penna, sporting goods; John Murray, electrical and cutlery; Edward Broderick, hardware; Henri Simontu, special order; Gus Buchta, housefurnishings; Gus Wilkens, seasonal; Rudy Koch, tools.

## KELVINATOR HELD SALES CONVENTION

Nearly 1,000 distributors of Kelvinator products, members of their selling organizations and others, attended the national convention, Jan. 8-10, of the Kelvinator Corp., Detroit, at which the 1936 sales program was launched. The program is based on the belief that 1936 will be the greatest year in the history of the electric refrigeration industry.

Presentation of the 1936 models in Kelvinator's line of electric refrigerators, electric ranges, commercial refrigeration, water and beverage coolers, automatic heating and air conditioning equipment was made to distributors, their sales managers, sales promotion managers, advertising managers and wholesalers, and to representatives of the utilities at the convention. Plans for advertising and sales programs were announced and discussed.

## PITTSBURGH RETAIL ORGANIZATIONS COMBINE

The Pittsburgh Retail Hardware Association joined the Federated Council of Retailers, affiliated with the Pittsburgh Chamber of Commerce, which formed to strengthen the voice of retail industry in local and state legislation and "protect

for Croissant Machine Works, 39-41 Moss St., Reading, Pa., manufacturers of Molly expansion bolts, boiler repair plugs and other products. He was formerly sales manager for the R. M. Hollingshead Corp., Camden, N. J.

## JOESAM CO. TAKES ON SHARON HARDWARE LINE

E. M. Joesam Co., 170 Purchase St., Boston, Mass., manufacturers representatives in the New England States, has completed arrangements to maintain at its warehouse a complete stock of the Sharon Hardware Mfg. Co., Sharon, Pa.

Lines now stocked at the firm's warehouse include the following: screen wire, Standard Wire Cloth & Screen Co.; shields, toggle belts, etc., Steward & Romaine Mfg. Co.; complete lock line, Skillman Hardware Mfg. Co.; steel wool, James H. Rhodes & Co.; hack-saw blades and frames, Great Neck Saw Mfrs.; screen door checks, Winsted Hardware Mfg. Co.; and butts, hinges and garage hardware, Sharon Hardware Mfg. Co.

## PLATE GLASS FIRM IN NEW LOCAL QUARTERS

The Pittsburgh Plate Glass Co., Pittsburgh, Pa., has recently moved its High Point, N. C., branch into new quarters on Hamilton St., there. The new warehouse was constructed so that a sufficient stock might be kept on hand to conveniently serve all of North Carolina and most of South Carolina.

The building is modern throughout. It is fireproof and affords 35,000 square feet of space for storage purposes. There are fireproof vaults for combustible materials and all products are conveniently arranged so that they may be reached and handled with minimum effort.

This local warehouse is equipped to take the glass direct from the Pittsburgh factory and make it into mirrors; to make beveled glass; to sand blast glass and to pattern it into many shapes and fashions. The plant employs 65 persons, including warehouse workers, salesmen and office employees.

and promote general interest" of retailers. The combined association which is composed of 10 retail trade organizations held its first annual dinner recently. Grover A. Whalen of New York City was guest speaker.

## WATERMAN, SALES MGR. FOR CROESSANT WORKS

G. H. Waterman has been appointed general sales manager

## HALL HARDWARE SETS CONVENTION DATES

It has been decided that the thirty-third annual stockholders' meeting and convention of the Hall Hardware Co., wholesale, Minneapolis, Minn., will be held on Feb. 18 to 20 inclusive, 1936. The firm's building at 6th to 7th Ave., North on Third St., will serve as convention headquarters. G. E. Hall is president and manager of the company.

## BEIGHT RESIGNS FROM CENTRAL HARDWARE

M. E. Beight has announced his resignation as secretary of the Central Hardware and Factory Supply Co., Akron, Ohio. M. M. Irwin has replaced F. H. Gelhart, who resigned as treasurer of that company recently. Executives of the firm announced that Mr. Beight's position has not been filled.



The Wrought Washer Mfg. Co., Milwaukee, Wis., offers to loan this special traveling window display to hardware dealers for periods of two weeks at a time. It is made of two complete units of wood panels fastened to a double tier platform of semi-oval shape. It is finished in silver and black. Printed captions in raised lettering consist of carved wood mounted on the panels. A variety of washer samples accompanies the display and a chart of directions for setting it up is furnished. The display is free.

## FORMER MARSHALL FIELD MEN FORM JOBBING FIRM

Three men formerly associated with Marshall Field & Co., Chicago, in executive positions, announced formation of a wholesale firm to be known as Richards, Boggs & King, at 127 South Franklin St. The new concern came about as a direct result of the recent decision of Marshall Field & Co. to retire as a wholesaler of products of other manufacturers and concentrate on articles turned out in its own plants.

Harvey B. Richards was a divisional merchandise manager of Field's. H. R. Boggs was assistant general sales manager. J. A. King has not been with the Field organization for five years, but had been in its sales department for 20 years previously.

The new firm will concentrate its activities in an area embracing Duluth, Louisville, Omaha, Kansas City and Pittsburgh. Mr. Boggs stated that only proved lines would be handled. These will include staple and style merchandise. Present activities are being concentrated on household and knitwear lines, aluminum wear, oil cloth and covered fabrics. One of the company's principal lines is that of the Columbus Coated Fabrics Corp., Columbus, Ohio, and in addition, the Bremer Aluminum Corp., New Washington, Ohio, and the skate line of the Globe Union Hardware Co., Milwaukee, Wis.

## MASBACK HARDWARE CO. HELD SUPPER-DANCE

The Masback sales force and the Masback Hardware Co., 84 Warren St., New York City, tendered a supper-dance to their inside associates at the George Washington Hotel, Dec. 28. The special program prepared for this second annual dance consisted of dance contests, a quintet and community singing. Arthur Schuman was master of ceremonies.

## ANSONIA MAKES EXECUTIVE CHANGES

At the recent election of officers of Ansonia Coated Abrasives, Inc., 432 Twelfth St., Brooklyn, N. Y., specialists in coated abrasives, Paul Costello and David R. Baker were elected president and vice-president respectively. This action was taken at the request of stockholders and directors of the company. E. C. White, formerly president, is no longer associated with the firm in any way.

Mr. Baker as vice-president will have charge of products and

sales. Mr. Costello, formerly treasurer, will have charge of the financial affairs of the company and will also assist Mr. Baker in the sales management.

Leopold Von Gussich, formerly a director and assistant treasurer, has been elected treasurer. Chester Bryan is products engineer and also continues as factory superintendent.

## BRITISH PUBLISHER VISITS HARDWARE AGE

C. A. Chadwyck-Healey, director of Morgan Brothers, Ltd., 28 Essex St., Strand, London, W. C. 2, publishers of *The Engineer*, *The Ironmonger*, and *The Chemist & Druggist*, all of which are English trade publications, is in this country studying American methods of trade paper publication.

*The Ironmonger* is England's leading hardware business paper. For the interchange of ideas common to the hardware trade both in England and the United States, Mr. Chadwyck-Healey spent a week in the offices of *HARDWARE AGE*. During this time he interviewed executives and associates with the view of becoming familiar with the departmental procedure as followed by *HARDWARE AGE*.

## TIN PLATE FIRM NAMES GEN. SALES ENGINEER

Empire Sheet & Tin Plate Co., Mansfield, Ohio, has appointed Stanley A. Richardson to the position of general sales engineer, in which capacity he will direct various sales activities of the company. Mr. Richardson for the past five years has served the firm as chief metallurgist.

After completing his technical training at both the University

of Minnesota and the University of Chicago, Mr. Richardson entered the steel industry and during the past 19 years has served that industry in both technical and executive positions. Prior to his coming to Empire he was with Republic Steel Corp., having held the position of chief metallurgist of Interstate Iron & Steel Co. at the time that concern was merged into Republic.

William Fox, a graduate of Carnegie Institute of Technology and chief chemist of Empire for 15 years, has been appointed chief metallurgist following Mr. Richardson.

## BABCOCK TO ADD LARGE SPORTING GOODS STORE

Babcock, Hinds & Underwood, Inc., retail and wholesale hardware firm for more than 60 years at 174 Washington and 125 State Sts., Binghamton, N. Y., has announced expansion plans. Plans call for a new separate store devoted exclusively to sports goods at 123 State St., adjacent to the present store.

The new store will take half of the Barlow Bldg., on the State St. side, and will have an entrance to the Babcock Bldg. through an archway in the center of the two stores as well as the regular State St. entrance. Half of the basement will also be used.

The store for many years had a small department which carried guns and fishing tackle. As the demand for other sports lines increased, various equipment was added in 1933. Since then the firm has added more sporting goods and is now completely equipping school teams and athletic organizations over a large section of New York and northern Pennsylvania.

## NEW BUCK MOVIE—"FANG AND CLAW" OFFERS PROMOTIONAL OPPORTUNITY

Frank Buck's new sound movie, "Fang and Claw," offers dealers a promotional opportunity. They can feature special window displays of firearms and hunting goods, and carry newspaper ads to appear with those of the theater featuring Buck's latest and best wild-animal thriller.

The picture has been produced by RKO, who have already furnished theater managers with a press book illustrating many promotional methods for use in creating keen local interest in its presentation. It is certain that the picture will stimulate a great deal of enthusiasm.

Local theater managers will undoubtedly cooperate with dealers promoting the picture and the dealer's stock at the same

time. Colored posters, showing vivid scenes from the movie, still photos from the actual film, and like promotional material, would be gladly loaned by the theater management. In some instances, it may be possible for the dealer to arrange a special firearms and hunting exhibit in the theater lobby. Dealers handling the Stevens' Buckhorn .22 rifle will be able to arrange a particularly effective tie-up, as this rifle bears the personal endorsement of Frank Buck.

Many of the movies now being produced also offer opportunities for similar tie-ups with other lines, such as housefurnishings, paints, camping equipment, fishing tackle, athletic goods, etc.

## SKINNER NOW WITH WHITON MACHINE CO.

Robert B. Skinner has become associated with Lucius E. Whiton, president, D. E. Whiton Machine Co., New London, Conn., as vice-president and general manager. Mr. Skinner



R. B. SKINNER

was formerly secretary-sales manager of the Skinner Chuck Co., New Britain, Conn., from which position he resigned. He has been in the chuck business ever since he left school, having learned the trade in the factory, and actually having built the product before taking complete charge of all sales promotional work. Thus, he came into contact with all phases of the manufacturing and distributing ends of the chuck business.

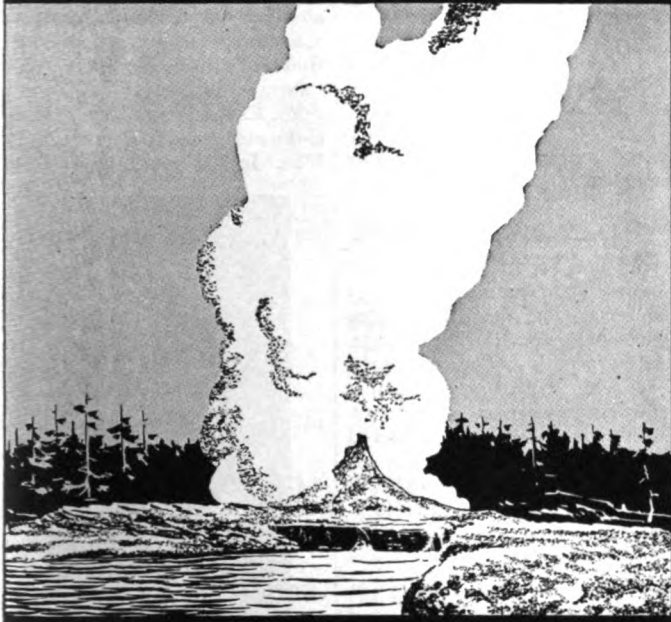
## GEMMELL, SALES MGR. FOR CLEVELAND CHAIN

David J. Gemmell has been appointed general sales manager for The Cleveland Chain & Mfg. Co., Cleveland, Ohio. He will be located at the firm's main office there. Mr. Gemmell has had many years experience in welded chain, weldless chain and also tire chain lines. For a number of years past, he has been in charge of the Chicago office handling midwestern sales.

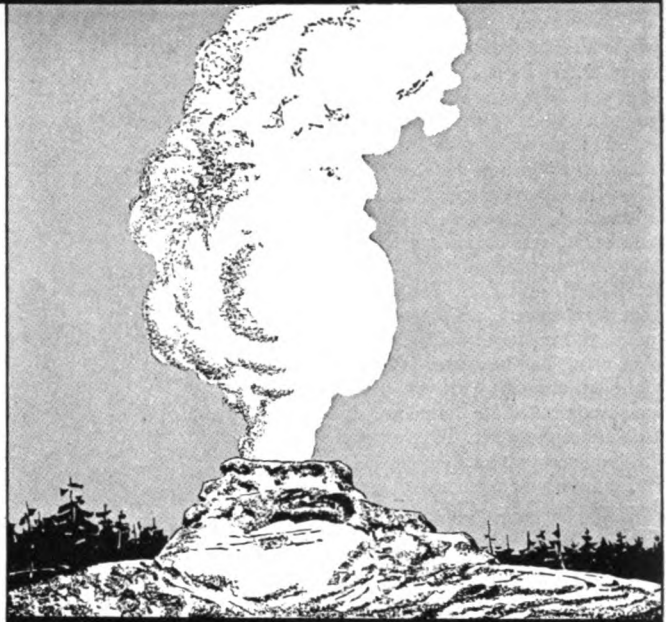
## REVERE CONSOLIDATES BALTIMORE DIVISIONS

The Baltimore division and Baltimore Tube Co. division of Revere Copper and Brass, Inc., New York City, have been consolidated and hereafter will operate as the Baltimore division. Sales offices are at 1301 Wicomico St., in that city, which is the address of the former Baltimore Tube Co. Branch offices of this division are located in Philadelphia, Atlanta and New Orleans. R. S. Stringer is vice-president of Revere's Baltimore division and R. H. Hodges, sales manager.

THE **2** BIGGEST GEYSERS IN THE WORLD ARE THE SAME SIZE



"GIANT GEYSER"—YELLOWSTONE PARK—250 FEET



"CASTLE GEYSER"—YELLOWSTONE PARK—250 FEET

-but the world's  
*Biggest Magazine*  
 tops the second biggest by 2 to 1

WHEN it comes to selling advertised products . . . the every-day necessities and luxuries of millions . . . the power of the magazine with the biggest circulation in the world, a circulation that goes regularly into the most millions of homes, is required.

Manufacturers who advertise in The American Weekly give you this stupendous circulation support.

Every week this powerful advertising medium goes into an almost unbelievably large number of homes . . . reaches more than 5,500,000 families . . . twice as many as read any other magazine!

The American Weekly

reaches 1 out of 5 to 1 out of every 2 families in the trading areas where 70% of all families live and roll up a volume of 80% of all retail sales that are made!

*What The American Weekly is*

The American Weekly, the largest magazine in the world, is distributed through the 17 great Hearst Sunday newspapers.

In each of 158 cities, it reaches one out of every two families

In 146 more cities, 40 to 50% of the families

In an additional 139 cities, 30 to 40%

In another 171 cities, 20 to 30%

. . . and it reaches an *additional* 1,982,000 families in thousands of other large and small communities.



MORE THAN  
5,500,000  
CIRCULATION

NEAREST  
COMPETITOR  
CIRCULATION

THE AMERICAN  
*Greatest  
 Circulation  
 in the World*  
 WEEKLY

*"The National Magazine with Local Influence"*

Main Office: 959 Eighth Avenue, New York City

**FRANK J. TENK DIED DEC. 19;  
WAS TENK HDWE. VICE-PRES.**

Frank J. Tenk, vice-president of the Tenk Hardware Co., wholesalers of Quincy, Ill., passed away at his home there, Dec. 19. He was 58 years old and had been in ill health for three years.

Mr. Tenk was educated in the schools of Quincy and the Gem City Business College. He then entered the store of his father and uncle, serving an apprenticeship in every department. The firm of H. and J. H. Tenk, as it was then known, was one of the pioneer hardware businesses of that city. The business had been built up through industry, thrift and acumen of its founders. In this atmosphere Mr. Tenk started his business career.

He eventually became a member of the firm. Changes came and the firm expanded until Frank Tenk became manager of the retail store and was in charge of the city sales department. Since 1927, however, he had been in the wholesale department and also in charge of the large sales organization.

Mr. Tenk had always been deeply interested in civic and religious affairs. For 15 years he was a supreme trustee of the Western Catholic Union, and was



**FRANK J. TENK**

one of the closest advisers of those who directed the policy of the organization. He was also a national director of the Manufacturers' Equipment Men's Wholesalers' Assn. of automotive parts.

Surviving him are: his widow, four daughters and a brother, Rudolph Tenk, president of the company.

ganizations and groups. He was a past president of the Southern Hardware Jobbers Assn., and of the National Wholesale Hardware Association.

Mr. Moore leaves his widow, Mrs. Annie Provost Moore, a son, J. D. Moore, Jr.; a daughter, Mrs. J. P. Jones, Jr., and four granddaughters, all of Birmingham.

**WILLIAM BIGLER DYSART**

William Bigler Dysart, 82, well known hardware merchant of Bellwood, Pa., died Dec. 28 at his home there. He had been in failing health for more than a year. Mr. Dysart spent his entire business career in hardware, starting as a clerk. He moved to Bellwood in 1890 to open his hardware store which is still doing business in the same location. He leaves his widow and five children.

**A. J. KAHLE**

A. J. Kahle, 73, retired hardware merchant, died at his home in Granite City, Mo., Jan. 1. Death was due to a heart attack. He leaves his widow and a son, Louis E. Kahle.

**JOHN Y. MURPHY**

John Y. Murphy, retired hardware merchant of Chester, S. C., died Dec. 30, after a brief illness, of heart disease. He was associated with his son, W. L. Murphy, in the Murphy Hardware Co., for many years. His widow and three sons survive.

**G. C. SOWERS**

G. C. Sowers, retired hardware merchant, died recently at his home in Corsicana, Tex. He leaves two daughters.

**F. T. SANFORD**

F. T. Sanford, 71, hardware merchant at Brookfield, Mo., for 50 years, died suddenly Jan. 3 of a heart attack.

**FRANK S. BREWER**

Frank S. Brewer, 68, prominently identified with the nut and bolt manufacturing industry, died suddenly Dec. 23, at his residence in Unionville, Conn. For 42 years, until his resignation five years ago, Mr. Brewer was associated with the firm that was originally the Upson Nut Co., later the Bourne Fuller Co. and is now the Republic Steel Co. For the last five years he had been a sales representative for the Clark Bros. Bolt Co., Milldale, Conn. He leaves his widow and one son, Leslie Brewer.

**ALBERT CATTERALL**

Albert Catterall, 64, treasurer of Oliver Brothers, Inc., purchasing agents and hardware commission merchants at 200 Hudson St., New York City, died suddenly, Jan. 4.

Mr. Catterall was born in England and came to America in 1884. In his youth he was en-



**ALBERT CATTERALL**

gaged in the banking business in Galveston, Tex., and later with the New York Telephone Co. He became associated with Oliver Brothers in 1900. He served that firm as office manager for many years, becoming secretary in 1917. After the death of Frank J. Oliver, who had been president and treasurer, Mr. Catterall became treasurer in 1930, which position he held at the time of his death. He was a member of the Hardware Club.

The firm does a considerable export business and Mr. Catterall had special charge of the export department. During the World War, the company aided some of the foreign countries, particularly England and France, and was recommended as purchasing agents for the allied governments. Mr. Catterall was responsible for the handling of a great deal of this emergency business, including emergency orders for the U. S. government.

Surviving are his widow and two brothers.

**A. WESTON SMITH**

A. Weston Smith, 78, organizer and president of the Atlantic Paint Co. of New York, died recently at his home in Bronxville, N. Y. His widow, a son and a daughter survive.

**GODFREY KNIGHT**

Godfrey Knight, 96, in the hardware business for many years at Fargo, N. D., passed away Dec. 16, following an illness of four months. He is survived by a daughter.

**J. D. MOORE PASSED AWAY DECEMBER 25;  
WAS PRESIDENT OF MOORE-HANDLEY HDWE. CO.**

James Dolphin Moore, Sr., president of the Moore-Handley Hardware Co., wholesalers in Birmingham, Ala., passed away at his home there, Dec. 25, after an illness of two years. Mr. Moore has been prominently identified in the wholesale and retail hardware fields since 1882, when the company was founded. Since that year until his death at the age of 86, he was president of the firm.

Mr. Moore, before starting his long and noteworthy career in hardware, taught at Bowden College, Ga., and later at Oxford College, Ala. He assisted in establishing a high school in Roanoke, the first in that part of Alabama.

It was there that he met the late W. A. Handley, who in 1875 offered him a partnership in a hardware business the former had just bought out. Then began the partnership which prospered and expanded into one of the largest concerns in the South. In 1882, the firm, at the suggestion of Mr. Moore's brother, B. F. Moore, moved to Birmingham, opening for business under the name of Moore, Moore & Handley at Second Ave.

Mr. Moore entered actively into the educational and religious



**J. D. MOORE**

life of the community shortly after the firm was established there. He was an ardent Rotarian and a member of Methodist Church. He also took a deep interest in the Birmingham school system, serving 20 years on the city examining board. He was elected to the Jefferson County Board of Education in 1916. In 1933 the Birmingham Southern College conferred the honorary degree of doctor of humanities upon him in recognition of his various services.

His many interests brought him distinction from other or-



# Is your axe stock PROTECTED by this label?

It is true that you don't make a profit on an axe until you *sell* it, but you can **INSURE** that profit when you *buy* it! Stock the axe on which you have no catalog house or chain store competition.



*Every Plumb Axe is sold under this label of The American Institute of Fair Competition, Inc.*

● Plumb's Sales Policy is a straightforward declaration of protection for the Independent Merchant. It is on public file with The American Institute of Fair Competition. It states:

*"We do not sell anything under any name, directly or indirectly, to Chain Stores or Mail Order Catalog Houses."*

Plumb not only protects your sales and profits, but makes customers for you. By giving you a complete line in every price range; by advertising to millions of farmers and woodsmen; by having Peter McLaren, America's Champion Chopper, demonstrate Plumb Axes all over the country; by furnishing you store displays and dealer helps.

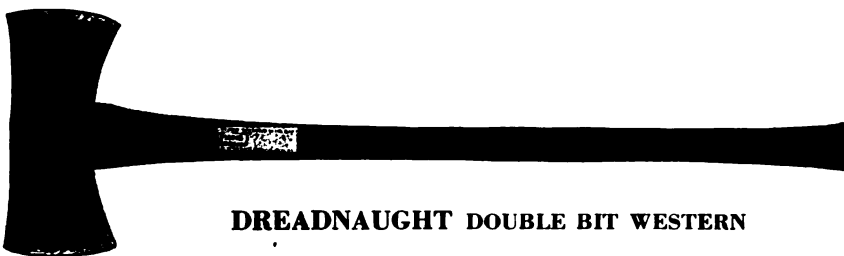
And—most important!—by making the finest axe which skill and experience can produce.

Specify Plumb when ordering axes, and be sure of a protected profit. Order from your regular jobber.

Fayette R. Plumb, Inc., Phila., U. S. A.



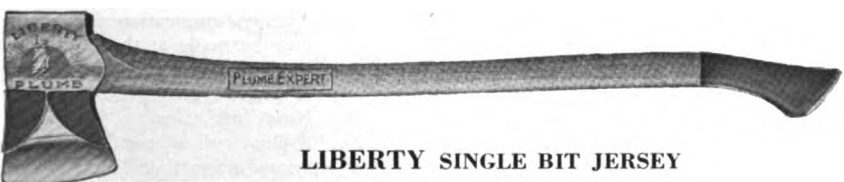
DREADNAUGHT SINGLE BIT MICHIGAN



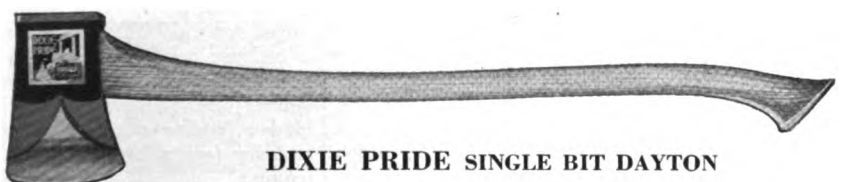
DREADNAUGHT DOUBLE BIT WESTERN



PLUMB CHAMPION SINGLE BIT DAYTON



LIBERTY SINGLE BIT JERSEY



DIXIE PRIDE SINGLE BIT DAYTON



### JAMES W. GLADDING

James W. Gladding, 78, well known business manager of E. C. Atkins and Co., Memphis, Tenn., branch, passed away Christmas Day at his home, 471 Dickinson St., Memphis. Mr. Gladding had been ill only a very few days of ptomaine poisoning which suddenly developed into pneumonia. He became connected with the Memphis branch of the company in 1887. For the last 28 years, he was a member of the Atkins Pioneer 20 Year Club. He is survived by his widow, a daughter, and two brothers, Nelson A. Gladding, vice-president of E. C. Atkins and Co., Indianapolis, and George W. Gladding of Chicago.

### AUGUST E. CARRERE

August E. Carrere, 49, secretary-treasurer of the Pitard Hardware Co., New Orleans, La., died Jan. 1. Death was caused by pneumonia. Mr. Carrere joined the Pitard firm in 1931. He leaves his widow and two brothers.

### WALTER O. DROECKAMP

Walter O. Droegkamp, 49, vice-president of the Droegkamp Durnace Co., Milwaukee, Wis., died suddenly, Dec. 31, at his home there. He was the son of the late John Droegkamp, founder of the company. He is survived by his widow.

### J. S. RADFORD

J. S. Radford, 63, pioneer hardware merchant, was found dead at his home in Newbern, Tenn., Jan. 2. He had operated the Radford Hardware Co. for more than 40 years. He also was engaged in the hardware business in Dyersburg, Tenn., from 1926 to 1932 and was proprietor of a similar business at Trimble for about 10 years. He leaves a son and a daughter.

### FRANK WELLER

Frank Weller, 76, proprietor of a hardware store in Clintonville, Wis., for the past 18 years, died recently. He leaves his widow, seven daughters and four sons, three of whom were associated with him in the hardware business.

### MORRIS WHEELER, SR.

Morris Wheeler, Sr., passed away Dec. 26, at his home in Schenectady, N. Y., of heart trouble. Mr. Wheeler, at one time, was with Sargent & Co., New Haven, Conn. He traveled

for that company for a great many years. He later became associated with Burhans & Black, Inc., Syracuse, N. Y., and was in charge of the builders' hardware department. He leaves his widow, two sons and two daughters.

### CARLTON W. BAXTER

Carlton W. Baxter, 59, associated for 35 years with Sidney R. Baxter & Co., Boston, manufacturers of fishing tackle and supplies, died at his home in Newton Center, after a long illness. He leaves his widow and a daughter.

### ALBERT H. MORTON

Albert H. Morton, 69, formerly superintendent of the Kitson Machine Shop, Lowell, Mass., which later was absorbed by the Saco-Lowell Shops, died recently. He was a member of the Engineers Club of Boston and other prominent organizations. Two sons, Howard N. and Albert Morton, survive.

### LOUIS AMES

Louis Ames, 76, died recently after a week's illness. He had been in the hardware business on Grand River Ave., Detroit, for 40 years. His widow, a son and a daughter survive.

### JOEL C. REYNOLDS

Joel C. Reynolds, 67, for many years identified with the hardware business in Jackson, Mich., died there Dec. 10 from a heart ailment. He learned the tinner's trade as an apprentice in the Leonard Caswell hardware store in Concord, later becoming a partner in the business. Upon Mr. Caswell's death, Mr. Reynolds bought the remaining interest in the store and after several years sold a half interest to his brother-in-law, Delbert E. Warner. Together they operated the business for 17 years. Mr. Reynolds retired from active business some years ago. Upon the death of Mr. Warner, in 1929, the business dissolved as a partnership. A son survives.

### THOMAS G. TURNEY

Thomas G. Turney, 40, proprietor of a hardware store at Homewood, Ill., passed away recently.

### W. A. SORRELL

W. A. Sorrell, 84, retired merchant and traveling salesman,

died recently at his home in Hampton, Tenn. He traveled the Tennessee territory for many years for C. M. McClung & Co., Knoxville, and Belknap Hardware & Mfg. Co., Louisville, Ky. He also had stores at Boone, N. C., and in Johnson and Carter counties. Two sons and two daughters survive.

### EARL G. HENDERSON

Earl G. Henderson, 60, who for a number of years owned and operated the Rossville Hardware Co., Rossville, Ga., died Jan. 4, after a lingering illness. His widow survives.

### ARTHUR W. WALKER

Arthur Willis Walker, 74, a partner in the Walker & Pratt Mfg. Co., manufacturer of stoves, 31 Union St., Boston, died Jan. 4, at his residence in Malden, Mass. He was a senior past president of the American Foundry Men's Association and a past president of the New England Stove Association. He was also active in civil, religious and social affairs of his community. He leaves his widow; a son, Richard D. Walker, and a daughter.

### C. H. RICHARDSON

Charles H. Richardson, 86, inventor of improvement in fish glue machinery and steering gear died recently at his residence in Gloucester, Mass. He leaves two sons and four daughters.

### OLD ENGLISH WAX CO. BUYS 3-IN-ONE OIL CO.

Effective Jan. 2, the 3-In-One Oil Co., New York City, manufacturer of 3-In-One Oil and 3-In-One Furniture Polish, was purchased outright by The A. S. Boyle Co., 1934 Dana Ave., Cincinnati, Ohio. The A. S. Boyle Co. manufactures a complete line of household specialties including Old English Wax, furniture polish, rug cleaner, upholstery cleaner, transparent and metal cements, Rug-Sta, Samoline, Plastic Wood, etc. This latest acquisition gives the Boyle Company three additional well-known brands in the household specialty field.

### STATE UNEMPLOYMENT INSURANCE BOOKLET

Industrial Commissioner Elmer F. Andrews has announced that the New York State Department of Labor has begun distribution of printed copies of rules, regu-

### WILLIAM MACGREGOR



William MacGregor, general sales manager of the Carborundum Co., Niagara Falls, N. Y., whose passing, after a prolonged illness, was announced on page 56 of the Jan. 2 issue of *HARDWARE AGE*.

### ALEXANDER S. GLOVER

Alexander S. Glover, 78, retired hardware merchant and prominent in industrial affairs of Chattanooga, Tenn., died at his home there, Dec. 27, after an illness of ten days. He was formerly a member of the hardware firm known as Howard, Glover & Ewing. His widow, a son and three daughters survive.

### WILLIAM CRAIG

William Craig, 66, superintendent and one of the organizers of the W. W. Babcock Mfg. Co., Bath, N. Y., died there Jan. 6 of a heart attack.

lations and forms for employers affected by the State Unemployment Insurance Law. Approximately 30,000 copies will be mailed. The Division of Unemployment Insurance by which the distribution is being made, has attempted to secure the names of all employers in the State, but if any should fail to receive a copy, application for a copy may be made at the division offices, Arcade Bldg., Broadway, Albany, or at 342 Madison Ave., New York City.

The rules, regulations and forms being distributed provide for recording work and pay statistics of three or four million wage earners. The publication is in loose-leaf form, the present issue consisting of 23 pages. Employers are to keep pages in binders, adding pages to be released at future dates as occasion requires.





UP AND COMING

*Our  
dealers' sales are*

**UP AND  
COMING**

**J**OBBERs and dealers everywhere are reporting steadily increasing sales on GRASSELLI Spray and Dust Products, season after season. There are five logical reasons for this: 1st, they are good insecticides—made by a firm with 97 years of chemical experience; 2nd, they are nationally advertised in the leading agricultural publications year after year as well as many local newspapers; 3rd, the line is complete, affording crop protection for fruits, vegetables, flowers, shrubbery, trees, tobacco, cotton, pecans, citrus fruits, etc.; 4th, the need for them is growing—commercial growers and home gardeners are finding pest control an increasing problem; and 5th, they are seeking the answer for it (advice on proper spray materials) from their reliable merchants in whom they have confidence.

If you are a wholesaler or retailer of hardware, seeds or farm implements and do not now stock a line of GRASSELLI SPRAY AND DUST PRODUCTS it will pay you to get our proposition. The Grasselli distributor franchise is a valuable one because the line is complete—nationally advertised—and backed by a chemical reputation of nearly a century.

Look into "The Nationally Advertised Line"—write us

**THE GRASSELLI CHEMICAL CO., Inc.**



FOUNDED 1839

CLEVELAND, OHIO



*For Better Insect Control*



**GRASSELLI**  
SPRAY AND DUST PRODUCTS

Arsenate of Lead  
Bordeaux Mixture  
Calcium Arsenate  
Dry Lime Sulphur  
Dutox\*

Lime Sulphur Solution  
Loro\*  
Manganar\*  
NuRexform\*  
Sulphate of Nicotine

Sulforon\*  
Zinc Sulphate  
Paradichlorobenzene  
and many others  
(\* Trade Mark Reg.)

## BUSINESS HIGHLIGHTS



### ADVANCES BECOMING EFFECTIVE

Axe, Pick, Sledge, Hatchet and Hammer Handles

Bicycle Tires Turpentine

Competitive Grades of Stanley Tools

Some Low Priced Gasoline Blow Torches  
Pump Leathers

### ADVANCES BEING ANTICIPATED

Nails and Wire Bolts and Nuts  
Saddlery Hardware

# How's the Hardware Business?

*Bolt prices are firmer than at any time during 1935, and sales are benefiting from the confidence buyers feel in the market. Manufacturers make no secret of the fact that the recent advances on bolts and nuts represent only part of the recovery they require, and expect to attain, after a most expensive period of below-cost selling.*

\* \* \*

*Leading makers of axe, pick, sledge, hatchet and hammer handles have advanced their prices about five per cent. New list prices have been adopted very much higher*

*than the preceding list price schedules.*

\* \* \*

*Makers of bicycle tires have advanced the price on ordinary bicycle tires fifteen cents per pair. A year ago, they made several successive advances, some of which did not "take" fully, resulting in considerable irregularity in the market at that time. The bottom of the market appears to have been reached last June, and the recent mark-up has been the first attempt since then to raise prices.*

\* \* \*

*The latest industry sales re-*

*The Irwin Auger Bit Co., Wilmington, Ohio, announced on Jan. 2nd a complete line of screw drivers. "From the Cheapest to the Best." We are informed that it is the company's intention to put the independent retail hardware dealer in a position to meet competition from chain stores and catalog houses on screw drivers in the same manner as they have done on auger bits.*

\* \* \*

*The current rate of midwinter demand for nails and wire is much better than usual. Apparently jobbers have had no surplus stocks to reduce against inventory, and have had distribution in such volume that incoming shipments during the period have had to be kept up. Demand has been relatively heavy in the agricultural areas where the climate is favorable for outdoor work, as in California, the southwest and parts of the southeast, while of course there has been little demand in the northwest. Mills think it quite possible that some of the extra buying is to replenish stocks against possible advances in prices. Buyers seem to be expecting that prices will be advanced before the middle of the quarter, though the recent price tone has been very weak. Considerable import tonnages have had the effect of postponing the advances contemplated some weeks ago by the mills.*

The Hardware Age Blackboard			
Of November Wholesale Hardware Sales & Stocks.			
By Federal Reserve Districts As Reported To Federal Reserve Banks			
Bank Supplying Information	District Served By Bank	% Sales Increase Or Decrease Nov. '35 Compared To Nov. '34	% Stock Increase Or Decrease Nov. '35 Compared To Nov. '34
Boston	First	Bank Does Not Compile Data	Bank Does Not Compile Data
New York	Second	+ 1.0	- 11.2
Philadelphia	Third	+ 17.0	+ 14.0
Cleveland	Fourth	+ 18.8	Bank Does Not Compile Data
Richmond	Fifth	+ .1	+ 8.5
Atlanta	Sixth	No Data Available.	No Data Available.
Chicago	Seventh	+ 33.1	+ 12.5
St. Louis	Eighth	+ 8.5	+ 10.2
Minneapolis	Ninth	+ 17.0	+ 7.0
Kansas City	Tenth	+ 13.2	+ 2.9
Dallas	Eleventh	+ 19.5	+ 8.5
San Francisco	Twelfth	+ 37.6	Bank Does Not Compile Data



# Prosperity

## TAKES A STAND

## with Kyanize Dealers



The KYANIZE Prosperity Assortment starts the dealer off with a beautiful gold display stand containing a small assortment of the best KYANIZE sellers. It has built a *real* paint and varnish business for many merchants. It brings the dealer every kind of KYANIZE factory cooperation—direct mail advertising—store and group demonstrations—every one of the famous business-building helps.

The KYANIZE Prosperity Assortment gives the dealer all store and window display advertising—all sales helps and the complete personal cooperation of the KYANIZE salesman to increase paint business for his store.

The exclusive agency for KYANIZE Products also goes with the Prosperity Assortment.

We will gladly send our salesman with full particulars on the Prosperity Assortment or send details by mail—as you wish. Mail the coupon today.

**BOSTON VARNISH COMPANY**  
Everett Station, Boston, Massachusetts



Smart Color Cards



KYANIZE Leaders



Western Union Service



Displays that Sell

# Kyanize

**SELF SMOOTHING SWIFT SELLING**  
**PAINTS · VARNISHES · ENAMELS**

### Send for dealer proposition

Boston Varnish Company  
Everett Station, Boston, Mass.

Send your Kyanize salesman ☐  
Mail details on Prosperity Asst. ☐

Name .....

Address .....

City ..... State .....

port, covering paint, varnish and lacquer products, for November, showed the same fine increase over 1934 as has become customary. Statistics sent to the U. S. Department of Commerce by 579 companies, showed dollar sales for November, totaling \$25,606,631 compared with \$19,801,013 in November, 1934. There was a seasonal drop from October, of about 28 per cent. The industry is looking for a large gain during 1936.

\* \* \*

*Prices of paint department items* are very steady, with some advances. Turpentine went up two cents per gallon on December 27th. The previously announced advance, of 15 cents each, went into effect December 30th, on two popular low-priced gasoline blow-torches.

\* \* \*

*Quotations on flint paper and abrasive cloth* continue so extremely low that manufacturers are suffering severely. Competition is very keen, and there seems to be no betterment in early prospect.

\* \* \*

*The price situation on chain* is said to be improved. The concessions from "regular" price sheets formerly obtainable seem to have largely disappeared. Price competition on trace chains among jobbers in the southern states has been severe but it is expected that the growing firmness in prices must now spread to distributors.

\* \* \*

*Stanley Rule and Level Company* have just mailed a new price sheet, which includes only a few changes on the higher priced tools, but makes several important advances in the Defiance or competition grade lines. A hasty preliminary survey shows a ten per cent rise on the cheaper planes, rules, chisels and screw drivers, fifteen per cent on some of the low-priced aluminum levels, and twenty per cent on competition bit braces. No change is reported at this time on hammers.

\* \* \*

*Shelf hardware lines* of the leading makers are now subject to substantially lower list prices, with lessened discounts. A few items show a five per cent advance, but in general there has been little or no change in the net quotations resulting.

\* \* \*

*Manufacturers of saddlery hardware* have withdrawn former quotations. It is said that a new

price sheet is in preparation which will advance many items an average of ten per cent.

\* \* \*

*Prices on pump leathers* were sharply increased, in new quotation sheets issued December 24th by Youngstown Steel Products Company, and others. Standard cup leathers, were marked up about 15 per cent, with other items advanced up to 30 per cent. Jobbers state that some makers of pump leathers report an average 42 per cent increase in their raw material, com-

\* \* \*

pared with their cost when previous prices were established. Last month's revision is therefore considered moderate and necessary.

*The A. S. Boyle Co.*, Cincinnati, Ohio, through its president, Walter Silbersack, reports sales of all the company's products registered exceptionally good gains in 1935, with sales as a whole reflecting a 32 per cent increase. With general business conditions continuing to improve, Mr. Silbersack an-

## WHOLESALE HARDWARE COLLECTIONS

**CHICAGO**—The per cent of change from November last year in wholesale hardware accounts outstanding was plus 15.4 per cent; collections were plus 24.8 and the ratio of accounts outstanding to net sales was 171.8 per cent.

**ST. LOUIS** — General collections during November reflected the high record of efficiency which has marked the past several months. Representative interests reported on November collections as follows: fair, 42.6 per cent; good, 50.8 per cent; excellent, 2.7 per cent, and poor, 3.9 per cent.

**SAN FRANCISCO**—The percentage of wholesale hardware collections during November to the total amount due from customers (outstanding) on first of month was 45.4 per cent in November, 1935, and 40.5 per cent in November, 1934.

**DALLAS**—The ratio of wholesale hardware collections during November to accounts and notes outstanding on Oct. 31, 1935, was 47.6 per cent.

**NEW YORK** — The per cent of wholesale hardware charge ac-

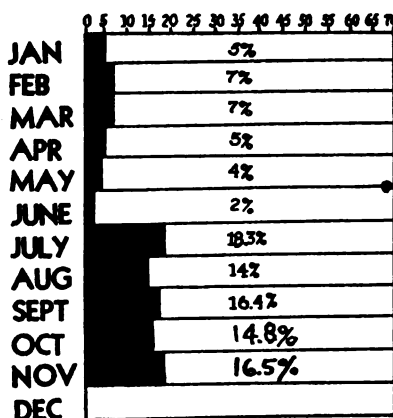
counts outstanding Oct. 31, 1935, collected in November was 47.4 per cent in 1935, and 47.3 per cent in 1934.

**RICHMOND**—The percentage of Nov. 1, 1935, wholesale hardware receivables collected during the month was 48.2 per cent.

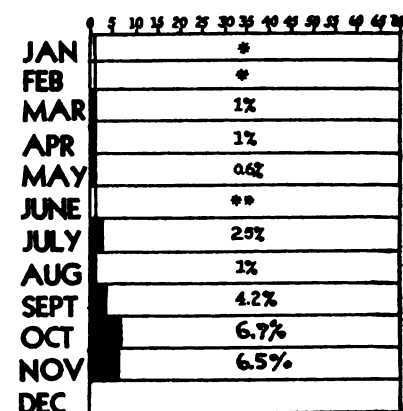
**KANSAS CITY**—Wholesale hardware outstandings on Nov. 30, 1935, were plus 5 per cent as compared with Nov. 30, 1934, and minus 7.4 per cent as compared to Oct. 31, 1935. The amounts collected in November, 1935, were plus 6.8 per cent as compared to November, 1934, and minus 1.6 per cent as compared to October, 1935.

**PHILADELPHIA** — The ratio of collections to receivables in November, 1935, was 45, as compared to 47 in October, 1934, and as contrasted with 41 in September, 1935.

**CLEVELAND** — The Federal Reserve Bank of Cleveland does not collate information on either general wholesale or wholesale hardware collections.



Per Cent of Increase or Decrease in 1935 Wholesale Hardware SALES as Compared With Corresponding Months of 1934. (National Averages.)



Per Cent of Increase or Decrease in 1935 Wholesale Hardware STOCKS as Compared With Corresponding Months of 1934. (National Averages.)

\*Indicates decrease of 0.01 per cent.  
\*\*Indicates decrease of 0.7 per cent.



ticipates still further improvement in the current year.

\* \* \*

*Reports to hardware wholesalers* from their field men that shopping activity has been well maintained during and since the holidays. Almost without exception, retailers report their volume of recent sales running ahead of January, 1935. The most successful Christmas selling season for five years has left its impress, in a greater readiness among the dealers to build up their stock supplies, and to invest in new major-volume lines. Hardware merchants, who have been watching the lively movement of refrigerators, radios, washing machines, bicycles, or modern plumbing accessories, from the stocks of department stores, or chain competitors, are naturally easier to persuade that they, too, may share in the volume and profits offered by a freer-spending public.

There has been a great increase lately in inquiries and orders for store remodeling, and for modernization of equipment. Field men who do this work are dated solidly ahead far into the spring. An increasing willingness, on the part of the better stores, to challenge and meet the values offered by competing retail outlets, is rapidly regaining for "the hardware man" the recognition and patronage of old customers who had slipped away, and is building a loyal new clientele as well—particularly among the women.

\* \* \*

*An outstanding record* has been set in the sale of "wheeled goods" during recent months, by several hundred retailers who have, with their jobbers' help, matched or beaten the mail order offerings. A new all-time high sales record has been set by some wholesale hardware firms on bicycles, velocipedes and boys' wagons, through a willingness to order largely, and to price closely enough to meet their most formidable competition. These lines henceforth will be regularly in the stocks of a great many stores, whose first successful experience in selling them was during the recent Christmas season.

\* \* \*

*Cold waves*, extending far into the south, have stirred up a demand for cold-weather items which found many retail stocks lightly prepared, despite early warnings. In general the stocks of the jobbers have held out better

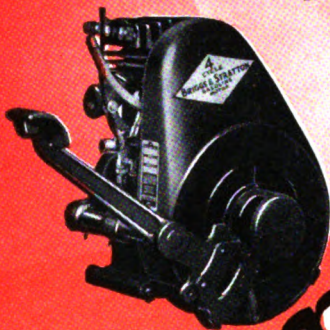
# A PROFITABLE RESOLUTION

Yes, Mr. Dealer, resolve now to sell more gasoline-powered washers to your farmer customers in 1936. Display power washers — demonstrate them—show women how dependable they are — how easy to start and simple to operate — how they take the hard work out of wash day. Resolve to get this extra business—in ADDITION to your regular sales of electric washers.


But be sure of motor dependability and service-free operation! See that YOUR washers are equipped with the famous Briggs & Stratton 4-cycle Gasoline Motors. They've won the confidence of over a half million farm women. Washer builders know they can rely upon their rugged construction and mechanical perfection.

So climax your resolution by making sure that your gasoline power washers are Briggs & Stratton equipped. Write your washer manufacturer today for complete details.

BRIGGS & STRATTON CORP.  
Milwaukee, Wisconsin



Cultivate your prospect list. Folders for general distribution, colorful display posters, and other sales-promotion literature always available — FREE. Write for your supply.

**BRIGGS & STRATTON**  
EASY STARTING  **GASOLINE MOTORS**  
DEPENDABLE

USED BY NEARLY ALL WASHER MANUFACTURERS



than those of many manufacturers who have had to face complaints of delayed shipments, and of shortage. Only on days of severest storms have retailers found their "store-traffic" much affected. Shoppers nowadays do not shut themselves in during the winter. Roads and streets are rather promptly cleared, and the modern automobile keeps going under conditions almost impossible in earlier days.

\* \* \*

*There is a rising volume of future ordering, encouraged by the continued upward trend of prices, and by the probability of slower shipments as factory activity expands.* Merchants are quick to recognize the several important lines which are still selling below their normal price levels, and are ordering some of these so freely as to practically force an early advance. Quotations are just commencing to appear for fall-shipment lines, but jobbers have found dealers ready and waiting to place their orders, even before the new season's quotations have been definitely settled.

\* \* \*

*Many lines of manufacture during 1935 have established new production, sales and profit records that put even 1929 in the shade.* Others have come close to that goal. Plant expansion and modernization have made notable strides. *Business Week* estimates that national income distributed last year reached \$52,700,000,000, or five per cent greater than in 1934. For the first time since the depression, industry succeeded in balancing income distributed with income produced. The year now indicates that exports were at least five per cent greater than 1934, while imports were close to 22 per cent ahead of last year. In a few industries 1935 capped all previous records. They are: Radios, washing machines, refrigerators, air conditioning, incandescent lamps, electric power, nickel, gasoline, shoes, aviation, rayon, plastics, oil burners. The fact that these industries, not exactly new and yet of recent vintage, stand at the top of the honor roll is a significant indicator of future consumption trends and employment possibilities.

\* \* \*

*A year-end survey of the National City Bank, of New York, adds that a number of other industries have made their best record since 1929 or 1930, among them the following:*

High Since 1929	High Since 1930
Machine tool orders	Steel ingots
Automobiles (passenger cars and trucks)	Pig iron
Vacuum cleaners	Zinc
Mail order sales	Fertilizer
Petroleum production	Shipbuilding orders
Hosiery production	Sulphuric acid
	Foundry equipment
	Paint

These are the industries which have come closest to recovering their pre-depression levels, but the record of substantial improvement is by no means confined to them. It includes copper and lumber, whose consumption increased 39 and 24 per cent, respectively, over 1934; farm implements, with sales estimated 75 per cent higher, and tools of all sorts; electrical equipment and light machinery; plumbing and heating supplies; house furnishings, and sporting goods. \* \* \*

*On the average 1935 was a 13 per cent busier year than 1934, according to the Federal Reserve Board's index of the volume of industrial production.* From the low point of 1932 the improvement has been nearly 60 per cent, and this recovers approximately one-half of the ground lost since the peak in 1929.

\* \* \*

*AAA has followed NRA as a major casualty of the New Deal, and the event is too close to this writing to permit more than a guess as to the immediate effect on business.* The earliest reactions may undoubtedly be some price declines on commodities, like cotton, where processing taxes are invalidated.

\* \* \*

*In the cotton goods markets, the immediate effect of the outlawing of the AAA was a general withdrawal of prices on finished goods and suspension of trading.* A return to normal trading was not anticipated for at least two weeks. Prices are expected to be lowered, but the textile manufacturers went into immediate conference to study and stabilize whatever action might seem necessary. Status of the government's large cotton holdings was one consideration which at first created considerable confusion.

\* \* \*

*Concerning steel mill operations, Iron Age reports that the holiday interval, widely utilized in the industry for necessary repairs to equipment, has been followed by a sharp recovery in production.* Output last week, estimated by the American Iron and Steel Institute, stood at 49.2 per cent of capacity, compared with 46.7 in the preceding week, a gain of 5.4 per cent. A month ago operations were at the rate of 55.7 per cent, and a year

ago they were 43.4 per cent of capacity.

Part of the recovery in steel mill operations is based on orders that accumulated during the holiday period. There also has been a carry-over of anticipatory orders for products that advanced in price Jan. 1, such as semi-finished steel, track bolts and spikes and cold-finished bars, on which most mills accepted specifications until the close of December for shipment during January. Pressure for steel on the part of the automobile industry has temporarily relaxed, but other gains are continuing. Tractor plants are now operating at capacity, and farm implement manufacturers start 1936 with schedules calling for a 25 per cent increase over 1935 output. The railroad demand for steel is growing rather notably.

\* \* \*

*The Automobile Manufacturers' Association have estimated 1935 production at 3,400,000 passenger cars and 750,000 trucks, a gain of 45 per cent over 1934.* This great industry last year sold 2 billion 999½ million dollars' worth of motor vehicles, accessories, service equipment, and parts and tires for replacement. This was a substantial gain over the \$2,216,477,000 of 1934. A total of 22,450,000 passenger cars and 3,550,000 trucks was registered in the United States in 1935, against 1934 totals of 21,430,000 and 3,410,000. Last year the United States had 71 per cent of the world's automobiles. In 1934, this country had 72 per cent and in 1933 it had 74 per cent. The average factory price of passenger cars sold in 1935 was \$705, an increase of \$40 over the average in 1934. This, according to leaders in the industry, represented increased purchasing power in America. People are buying better automobiles.

\* \* \*

*The Goodyear Tire and Rubber Company, through their president, announced the company's policies for 1936 on Jan. 3, as follows:*

"Positive stability of price to all classes of customers will be insisted upon.

"All operations must be at a profit; prices will not be sacrificed to increase production volume.

"Unlimited guarantee of tires against all road hazards will be eliminated at the earliest possible date.

"The number of company-owned super-service stations will not be increased."

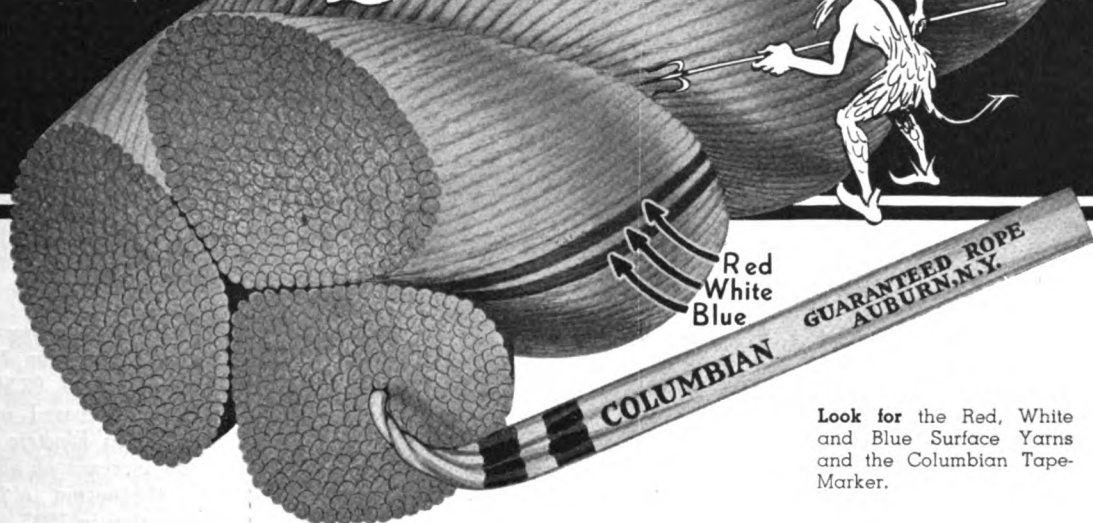


# Rope's Worst Enemies... **BAFFLED!**

WATER CAN'T  
HURT THIS ROPE -  
IT'S WATERPROOFED

IT'S NO USE, GANG!  
THIS ROPE IS  
ROT-PROOFED!

NO PLACE FOR  
INTERNAL FRICTION  
HERE -THIS ROPE  
IS LUBRICATED!



Look for the Red, White  
and Blue Surface Yarns  
and the Columbian Tape-  
Marker.

**T**HE exclusive method we use in treating each individual fibre in Columbian Rope accounts for this victory. **WATER, INTERNAL FRICTION and DECAY**—ropes worst enemies—don't bother Columbian. It is protected by our Waterproofing and Lubricating processes which seal the rope fibre against decay and give our rope

greater flexibility. Expert seamen like Columbian because it is so easy to handle and to coil even when wet.

We know it is good rope. That is why we take full responsibility by guaranteeing every foot of it. The Red, White and Blue Tape-Marker in one of the strands positively identifies Columbian Rope.

**COLUMBIAN ROPE COMPANY**

352-80 Genesee St.

AUBURN, "The Cordage City," N. Y.

# COLUMBIAN TAPE MARKED ROPE PURE MANILA



# Watch These MIGHTY MIDGETS

We've got two little fellahs *you'd better have on hand.*

Name: GULFOIL. Weight stripped: 2-ounces and 4-ounces. Virtue: a *better* lubricant for general household use—made by one of America's largest refiners.

*And that's only half the story...*

Beginning January 25, Gulfoil will be flashed before the eyes of 2,400,000 readers of Collier's every other week. Don't disappoint them when they ask for Gulfoil. Have a supply ready on your shelf.

Get the facts on Gulfoil and its attractive profit story by mailing the coupon at the top—right this minute.

**GULFOIL THE BETTER  
HOUSEHOLD LUBRICANT**

The oil industry, according to expert observers, made gains during 1935 which have brought the best condition since 1930. The following points are cited in support of this judgment: Overproduction fears have been allayed; domestic consumption of gasoline reached a new peak; refinery prices are substantially higher than a year ago, and stocks have been reduced to 300,000,000 barrels—the lowest level in nine years.

\* \* \*

Construction awards in the 37 states east of the Rockies from Dec. 1 to Dec. 15 amounted to \$138,383,400, according to the F. W. Dodge Corporation, the highest total for any comparable 15-day period since the summer of 1931. This total compared with \$43,635,200 in the first two weeks of December, 1934. Residential awards amounted to \$25,040,400 for the two weeks, or about 70 per cent ahead of the \$14,550,500 for the entire month of December, 1934. Total residential awards for the year 1935 were estimated at \$475,000,000, a gain of 90 per cent over 1934. All classes of construction last year amounted to \$1,800,000,000, or 16 per cent over 1934.

\* \* \*

Electric power output in the United States for 1935 set a new high record of 92,500,000,000 kilowatt-hours, based on estimates by the Edison Electric Institute. This is an increase of about 9 per cent over the output in 1934. Electrical production in 1935 was 2.7 per cent above the previous high record of 1929. For the week ended Dec. 28, due to the usual holiday recession, electric output declined 7.7 per cent from its all-time peak of a week earlier. The gain over 1934, however, was 11.9 per cent.

\* \* \*

Freight traffic in the Dec. 28 week maintained a five year seasonal peak, and final figures for 1935 show that car loadings for the year were the highest since 1931. Total loadings for the latest week were 466,679 cars, a decrease of 132,855 cars from the preceding figure, due largely to the Christmas holiday, but 41,275 cars above a year ago. For the entire year, there was an increase of 2.2 per cent over 1934, and 7.9 per cent above 1933. The year was still 15.2 per cent under the 1931 total. Skies were brighter for the railroads as 1935 closed. In passenger as well as freight departments, the long downward traffic trend was checked. As

the year came to an end many carriers reported the largest revenues since 1929.

\* \* \*

The agriculture department estimated that the gross income of our farmers increased in 1935 to \$8,110,000,000—a gain of 844 million dollars, or 12 per cent, although crops showed “about average yield on a rather light acreage.” The department estimated income this year from 79 crops at \$3,400,000,000 (in 1934, \$3,043 millions); income from live stock and live stock products at \$4,230,000,000 (in 1934, \$3,629 millions); and benefit payments at \$480,000,000 (in 1934, \$594 millions). There was a saving last year in payments made in the corn-hog program.

\* \* \*

Prices received for this season's crops, the department said, were about 13 per cent below those of last year, when crops were reduced heavily by the drought. The higher income in 1935 therefore is said to have resulted from heavier production. Corn continued as the nation's most valuable crop, with 1935 production estimated at 2,202,852,000 bushels, valued at \$1,271,489,000, compared with production of 1,377,126,000 bushels valued at \$1,124,321,000 in 1934. Wheat production for 1935 was placed at 603,199,000 bushels, valued at \$505,394,000, against 496,929,000 bushels, valued at \$420,808,000 the previous year. A slight decline was noted in the value of the 1935 cotton crop, which was estimated at 10,734,000 bales, valued at \$593,677,000, compared with 9,636,000 bales, worth \$595,602,000, for 1934. A sharp reduction was noted in potato production, accompanied by an increase in value of the crop. 1934 output was 761,000, compared with a 1935 crop of 356,406,000 bushels, valued at \$208,713,000.

\* \* \*

The electrical appliance and equipment industry in 1935 experienced its best year since 1931, with an improvement of perhaps 25 per cent or more over the showing of 1934. Sales of electric refrigerators, washing machines, ironers and other items for household use have been running at new high records. Department of Commerce statistics show new orders booked during the third quarter of 1935 by seventy-eight manufacturers of electrical goods totaled \$141,691,889, as compared with \$134,924,964 in the preceding three months and \$100,334,

**"NO, NO, MISTER—  
YOU'LL HARDEN ITS ARTERIES!"**

IF YOU want that washing machine motor to live a long time—don't lubricate it with ordinary "sewing machine" oil!

Such an oil is too thin, too light-bodied! Use the ONE oil made specially for washing machines and electric refrigerators—Gulf Electric-Motor Oil. Never gums nor sticks. At your dealer's, 25c for big can.

**GULF ELECTRIC-MOTOR OIL**  
The one oil made specially for washing machines

**"WAIT LADY!  
WANT TO RUIN IT?"**

**GULF ELECTRIC-MOTOR OIL**  
electric refrigerators

**I'M BREAKING INTO PRINT!**

**MADE FOR EACH OTHER!**

ELECTRIC refrigerator motors can't be properly lubricated with ordinary household oil. It's too thin, too light-bodied. Use the ONE oil made specially

for refrigerator and washing machine motors—Gulf Electric-Motor Oil. Never gums nor sticks. And it promotes longer life. At your dealer's, 25c for big can.

**GULF ELECTRIC-MOTOR OIL**  
The one oil made specially for electric refrigerators

**"From this day on, I'm going to be in the public eye—and on the public's shelves. With national magazine and radio advertising behind me—thousands of people will be seeking me out . . ."**

**"And that's news that will start the quarters flowing into stores that carry me—or I miss my guess!"**

**G**ULF Electric-Motor Oil is a special new product—made specially for use in electric refrigerators and washing machines. It's one of those rare items—a “specialty” product with a market as wide as the Atlantic!

There are 15,459,600 washing machines and electric refrigerators in the U. S. and Gulf Electric-Motor Oil is the *one* oil made that will

meet this special need. Why? Because it's neither too light nor too heavy—but *exactly right for this particular job!*

Gulf Electric-Motor Oil is a fine Alchlor-processed oil that comes in generous half-pint cans with handy spout and sells for only 25c.

Get the low down on the plus-profits story of Gulf Electric-Motor Oil by mailing this coupon—today.

GULF REFINING COMPANY, 3800 Gulf Building, Pittsburgh, Pa.

HA-1-36

Gentlemen:

I would like to know more about Gulf Electric-Motor Oil. Please send me full particulars.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

150 in the third quarter of 1934. The figures for the third quarter of 1935 were the highest for any comparable period since 1930 and the highest for any quarter since the middle of 1931.

\* \* \*

*Manufacturers of electrical appliances* believe that the market for their products has been barely tapped. At the close of 1934 there were 20,693,751 homes and farms served by electric utilities of the United States, a new all-time high. During that year, 480,000 customers were added. As a result, domestic sales in 1934 reached a new high of 12,797,635,000 kilowatt hours, an increase of 7 per cent over 1933. At the same time, the average price of electricity for domestic use dropped to a new low of 5.3 cents a kilowatt hour. That only a small percentage of these customers use electrical appliances is indicated by the fact that between 60 and 70 per cent are paying less than \$2 a month, or not quite 7 cents a day, for the electricity they use. Such a consumption indicates a usage of power almost entirely for lighting purposes.

\* \* \*

*Canning crops of garden truck*, with only one minor exception, were considerably larger in 1935 than in 1934, according to a recent government crop report. One of the largest increases took place in the production of sweet corn for canning, total production being estimated by the Department of Agriculture at 854,600 tons, compared with 498,000 tons in 1934.

\* \* \*

*The Chief Causes of This and Other Depressions* is the title of an informative fifty-one page booklet by Leonard P. Ayres, vice-president of The Cleveland Trust Co. The conclusion reached in the booklet is that changes in the volume of purchases of durable goods by business enterprises is the controlling factor accounting for most of the depth of the depression.

In the final paragraph of the summary of his book, Mr. Ayres says: "Stability of business activity depends on the stability of the fundamental conditions under which business operates. This cannot be created by simple legislative formula. It involves persistent adherence to at least seven national policies—peace, sound money, balanced budgets, sound banking, the restriction of credit to loans justified by earning power, the restriction of speculation, governmental regulation of business to prevent

abuses, dishonest competition, and exploitation, but not to control wage and price competition or to favor special groups."

\* \* \*

*The outlook for the current year* was recently commented upon by Gerard Swope, president, General Electric Co., who said in part: "The volume of electrical manufacturing business in 1935 was approximately 30 per cent greater than in 1934, which was about the same increase as was shown for 1934 over 1933. Consumption of electricity in the United States was the greatest in the history of the country, being about 7 per cent more than in 1934 and 3 per cent more than in 1929, the previous peak year. For the year 1936 we look forward to a continued improvement in business.

\* \* \*

*Revived rural buying* has contributed 40 per cent to the business recovery now under way, according to the U. S. Department of Agriculture. From 1929 to the first quarter of 1933, farm cash income dropped 61 per cent and rural retail sales fell 57 per cent, and from the bottom of the depression to the present time, farm cash income has advanced 86 per cent and rural retail

sales, 93 per cent. The statement is based on the income figures of the Department of Agriculture and the rural trade indexes of the Department of Commerce.

\* \* \*

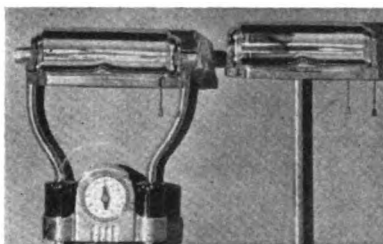
*December collections* in the 93 cities reporting to the National Association of Credit Men maintained levels that were generally very close to those existent in November. A report released by the association on Jan. 11 states that "wholesale collections and sales conditions revealed definite resistance to possible seasonal declines in December." Forty-nine cities reported "good" collections and 47 noted "good" sales. Only nine were found in the "slow" collections column and three in the "slow" sales column.

\* \* \*

*The copper and brass industry* believes that the volume of business in the building field during 1936 will more than double that of 1935, with the result that some 200,000,000 pounds of copper will be consumed. This estimate was recently made by Bertram B. Caddle, secretary of the Copper and Brass Research Association, New York City.

### Kitchen Range Lighting Fixtures

In line with the campaign for better lighting in the home is the kitchen range lighting fixtures of the Greist Mfg. Co., New Haven, Conn. It is stated that when adjusted above the range, the fixture supplies a clear, shaded light, without glare, which falls on top of stove, preventing shadows. Practically



all new ranges now being made by large manufacturers include as standard or optional equipment a lighting device of this type, as well as other attractive and useful accessories such as the timer, condiment set and automatic clock. Timing device shown on the two-bracket fixture is made by the Lux Clock Mfg. Co., Waterbury, Conn., and the Beetleware condiment may be purchased from the Richardson Co., Melrose Park, Ill.

### Red Devil Handy Pack Sandpaper

Red Devil Handy Pack sandpaper and emery paper is useful to housekeepers, handy men, glass men, me-



chanics and others desiring sandpaper in small quantities. It is said to scour rust and grease from stove tops, pots and pans, clean and smooth floors, trim furniture for painting or varnishing, remove rust from tire rims of automobiles, etc. No. 24 listing at 10 cents contains 20 sheets; No. 23 listing at 5 cents contains 8 sheets. Handy Pack fits Red Devil No. 9 holder. Circular available. Landon P. Smith, Inc., Irvington, N. J.



## KEYS TO Bigger MARKETS

Style changes. The modern kitchen is a room of hidden magic, where everything is concealed. And Florence opens the door to the modern kitchen with beautiful new oil ranges in Table Top and Console . . . New models that also open a vast replacement market among your old customers.

Florence, a leader for 64 years, turns a new page in Oil Stove History.



TABLE TOPS

# FRONT PAGE NEWS in *Oil Ranges*



CONSOLES

*First*, the new Florence Table Top Oil Range in two fully porcelainized models, white or ivory. *Second*, the new Florence Console Oil Ranges with open or closed front; porcelain finish in white, buff and ivory, or green and ivory.

Here's a line that will unlock new markets for you in 1936. Both models shown are fully enclosed, with all mechanism and tanks concealed. They fit into the modern kitchen, attract new customers. They give you the new and different models with which to approach your old customers.

For 1936 we offer: bigger line, greater value; a Budget Plan that dealers like; more national advertising, window trims, consumer literature. You'll have more sales—more profit!

## FLORENCE STOVE COMPANY

General Offices and Plant, Gardner, Mass.; Western Offices and Plant, Kankakee, Ill.; Sales Offices: Merchandise Mart, Chicago; New York, Boston, Atlanta, Dallas, Detroit and San Francisco.

# FLORENCE



OIL RANGES • GAS RANGES • HEATERS • RANGE BURNERS

JANUARY 16, 1936

67

# The American System of Enterprise

*What it is and  
Why it will go on . . .*

By MORGAN FARRELL

*Director, The Chilton Bureau of  
Economic Research.*

**H**ALF-DROWNED by the flood of confused thinking, irresponsible utterance and mischievous activity, now overwhelming the world, even the patient and intelligent American Citizen has been driven of late to question the soundness of the institutions which have made his country great.

"Can these people be right?" he asks. "Is our splendid day of Empire-building over? Is it true that our system of enterprise could only work when we had a continent to develop? Must we now settle down to a bread-ticket existence—a life of standing in line, of hopeless self-denial?"

"Are these talkers right," he questions, "when they point abroad at the state of the world and tell us: 'You see what happened over there? Dictatorships in Spain, Germany, Italy, Russia, China, Greece? They had to come to it, because Nations, from now on must be organized like armies,

each commanded by a single head. Mankind must be handled in masses. The days of free-and-easy living are gone by—here as well as elsewhere. We must all come to the same military formation of trade regiments, industrial divisions, economic armies and march—march from the cradle to the grave. For your capitalistic system is dead.'"

That is what we hear on the street corners, in the college classrooms, in the very halls of the Government founded upon this American System of Enterprise. From the Millions of Marxists, Leninites, Hitlerites and the rest rolls a thunder of assurance that Capitalism has been slain and that Communism, the rule of the people, reigns in its stead. But even that is not enough. The whole world must be won over to the Third Internationale, or to Fascism, or to National Socialism, or what not—preferably by force.

Well, John Citizen could stand that without much emotion—he did

not think a great deal of that crew, anyway—but, when the same doctrines now come to him through the voices of the leaders of his own people, he begins to take thought. "The old order changeth, yielding place to the new." Perhaps, without knowing it, we are already in the new order, an order of socialization of everything, principally Wealth and Property. If that is the case, he thinks, we may as well turn the direction of American affairs over to those who believe in this socialization—or whatever else they may call it.

Now, psychologists tell us that continuous dwelling in an atmosphere of muddled thinking, eventually dulls the reasoning faculties to such an extent that they are unable to recognize even the most elementary truths. This principle would account for the readiness with which the typical citizen accepts that pointing across the seas of the "look-what-happened-to-Europe" school.

Yet it is pitifully obvious that European Nations have surrendered to Dictators, not because they reasoned that the time had come to organize themselves into regiments to perform all the tasks of life, but because they were in a state of Revolution and utterly unable to reason about anything. Revolutions have almost always produced Dictators. Almost. The American Revolution did not. The American mind does not work that way. It is too independent. It has a broad tolerance for the experiments of its duly elected representatives but once convinced of their ineptness, it rejects them and all their works, promptly and completely.

The United States came into being through this tolerant independence of thought. Through its driving power this Nation has taken first place among the Powers of the Earth, and through its re-invigoration our people will continue to progress to higher standards of living than any yet established.

Let us see what we can find in the System by which this Nation has grown great to warrant our faith in its power to perpetuate itself. Some call it The Capitalistic System, but that does not describe it correctly, as we shall see. A more accurate

# 3 FAMOUS Brands



There are three outstanding brands which have been consistently improved instead of cheapened. All have a strong cotton cord carcass and are known by names instantly recognized by merchants wherever garden hose is sold.

## BULL DOG CORD—2-braid

The leading brand of high quality garden hose on the market. A strictly quality hose from tube to cover. Attractive wide corrugations and distinctive chocolate brown color. The hose to sell to discriminating home owners, estates, parks, contractors, country clubs, or wherever a thoroughly superior hose is desired.

## VIGILANT—2-braid

Our largest selling brand of 2-braid garden hose. High enough in quality to be considered a strictly high grade hose, yet low enough in price to command a large volume sale and heavy repeat business.

## VIXEN—1-braid

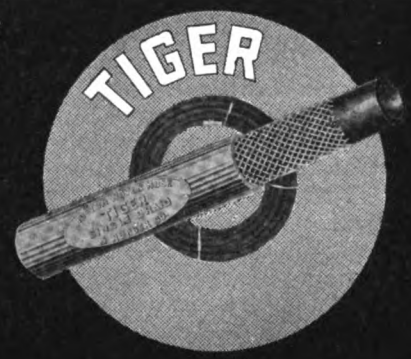
Here is a low-priced hose of real value. Built to supply the demand for a popular priced hose of good quality that will give satisfactory service.

In addition there is a new hose—TIGER—recently developed and placed on the market for the first time this season. The price range of these four brands is sufficient to cover all demands on the retailer. With this concentrated line of only four qualities, the merchant is able to maintain a cleaner stock with the smallest possible investment and to avoid the annoyance of odd lots to be sold at a sacrifice when the season is over.

## Don't overlook *THIS ONE!*

Here is an outstanding value designed for the consumer who prefers to make a small initial investment but desires a higher grade hose than "All-Rubber" or garden hose made on a price basis only. TIGER is built with a cotton cord carcass, lighter, naturally, than the higher priced brands, but producing a strong, serviceable hose which makes an exceptional value at the price. Use this hose to meet all low-priced competition and sell it on the basis of its inherent value.

**BOSTON WOVEN HOSE & RUBBER CO.**  
BOSTON, MASS.



designation is "*The American System of Enterprise*."

A definition of this System in terms of economics would be a bit too technical for present purposes. The essential motivation of the system, however, can be stated very briefly in single words: individualism, initiative, industry, independence. It is not without significance that they all begin with "I." Throughout our entire history the vigor, enterprise and resourcefulness of the ego have furnished the driving power toward a rapid but healthy national growth.

Thus the discoverers, who set out upon the stormy Atlantic in their frail barks bound for a wilderness of unknown terrors, were individualists of the first order. So were John Endicott, Roger Williams, Peter Minuit, Sir George Carteret, Lord Baltimore, Captain John Smith and George Oglethorpe, when they founded the string of tiny settlements, which grew up into the thirteen states. So were the people of the prairie-schooner caravans, winding their way into the West and of the raft-borne cabins, drifting down the Ohio and the Mississippi.

They were individualists by selective breeding. They had to be or they would never have left their European homes and security, to face the task of cutting a meager living out of the plains and the forests of America. They had no one to depend upon but themselves. Their own acts and decisions alone determined whether they and their families would survive or perish in the long conflict with man and nature.

Perhaps never in modern history was there such a distinguished gathering of individualists as those fifty-six men who filed up to the rostrum in Carpenters' Hall on that July day in 1776, one by one, to put his head into a noose and his name upon the Declaration of Independence. And what is to be said of the rugged individualists who marched and countermarched in the heat and the snows of seven long years, to gain for themselves and hold for us the right to originate and carry on our private business without interference from Government?

Such is the ancestry of the American system of enterprise, which began to take form immediately after the Revolution and reached full growth with the coming of steam, a quarter-century later. The steam engine released more pent-up individualism for activity in all directions than any other physical

factor in the development of our system.

It started the inventors on their way to revolutionize completely the manner of living of the nation. These individualists mounted their steam engines on wheels or set them up in boats, thereby inaugurating a new era in transportation. They connected up their engines to the unwieldy flour mills and crude spinning frames of the time, thereby setting in motion the machine age with its chain of industries extending back into the depths of the earth.

### Inventors Not Alone

Nor were the inventors alone in their individualism. The railroaders, shipmasters, city-builders, machine-makers, manufacturers quickly saw the opportunity to adapt the new inventions to enterprises of their own—enterprises on an unprecedented scale of magnitude and cost which called for more money than inventors and promoters could scrape together between them. And here capital enters upon the scene in the shape of the bankers, who furnished the funds, usually their own, to launch the "Clermont," finance the Camden and Amboy Railroad, or construct the cotton mills of Fall River. The system, from the beginning, was a necessary welding of commercial, inventive and financial enterprise, and so it has remained to this day. None of the three could go it alone and any two would have made slow progress without the third. Together they have placed the United States in the forefront of the nations of the world in industry, wealth and power. They have given to the people the highest standards of living and of independence of action in all history.

Now we are told that all this progress toward better living for all, together with the system, which brought it about, must be abandoned at once. The American system of enterprise, as we have known it, has outlived its usefulness, they say, and must be relegated to the dustheap. It is not exactly clear what is to be substituted for it, by the incurably hopeful experimenters. They would, without further thought, cast aside a social, political and economic organization perfected by one hundred and fifty years of transcendent national genius.

Intelligent Americans have listened and looked on in wonderment as the false prophets who always spring up in the hours of great confusion and distress and swayed mil-

lions by their unproven libels upon our established economic institutions. When their hold upon the credulous and unhappy masses could not be maintained by sheer abuse of the system they came forward with their schemes for dividing the wealth of the nation, for unearned old-age incomes, for regulating the banks out of existence.

The Longs, the Townsends, and the Coughlins have had their innings, but we still have with us a far more powerful party dedicated to the negation of the individualism, which is America—more powerful because it is in possession of the official means to enforce its doctrines—nothing less than the executive and legislative sections of the Government itself.

We do not propose, here, to take part in a political controversy. It is not necessary. We have set out to show what the American system of enterprise is and why it will continue with renewed strength despite the aberrations of political leaders and the setbacks of a world depression.

We have seen that the essential elements of this system of ours are individualism, initiative, industry and independence. Because that is so, it follows that the system itself cannot die until those four are destroyed. And that will not happen because the individualist does not want it to happen and will resist it with all his might.

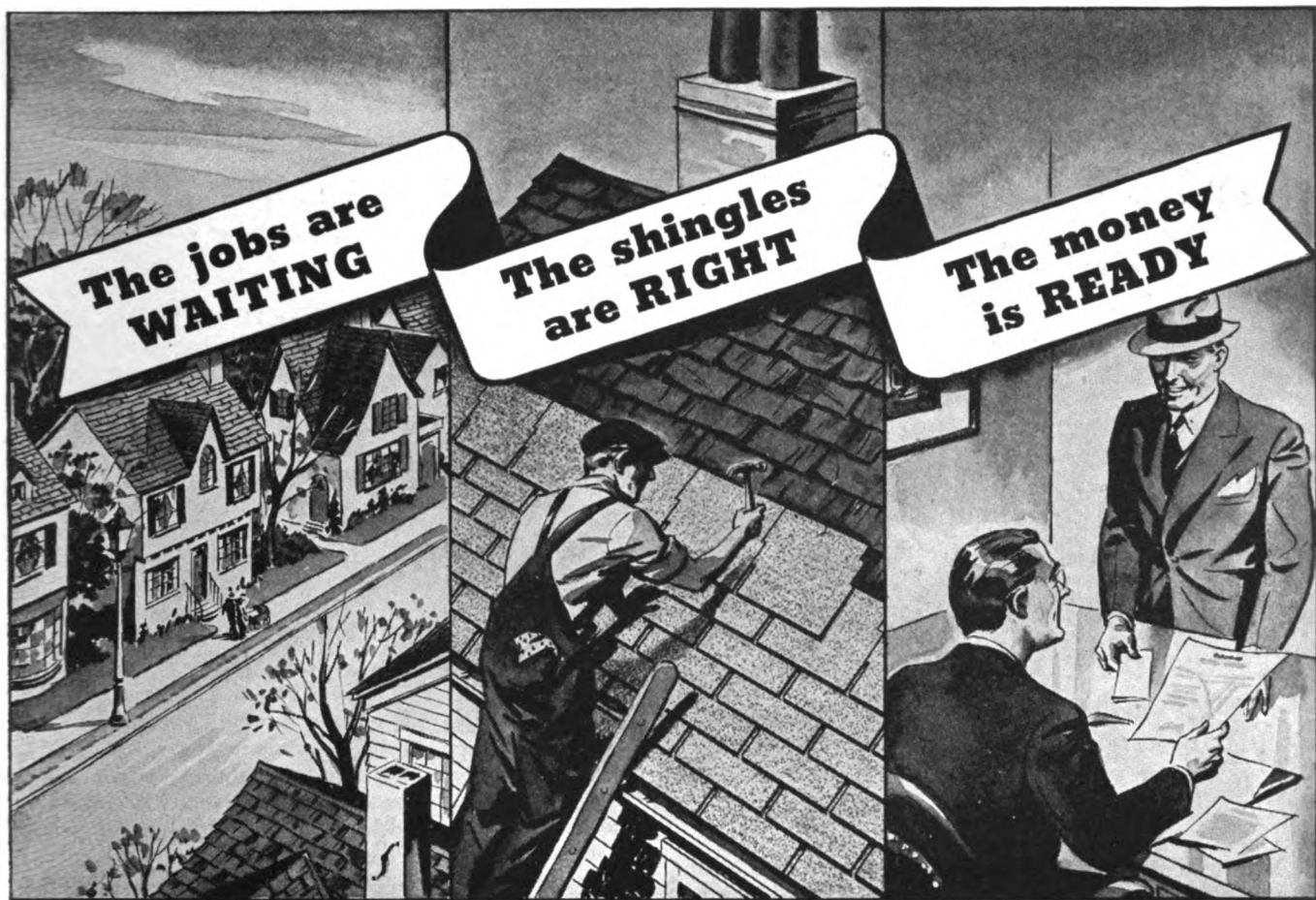
Individualism and initiative are the marks of all true Americans today, as always. Not one of them would voluntarily submit to regimentation. Why, they would not even submit to the necessary discipline of the Army and Navy during the war, even though it was then a matter of life and death. Never was such an undisciplined Army as ours and never one with more dash and initiative. It is just the same now, with the body of our people.

The only classes who really want regimentation, here, are the hereditary goose-steppers, transplanted from Europe and the hordes of unfortunates whose spirits are too damaged by the economic catastrophe to care what is done to them provided they can have food and shelter. Even they would hardly submit if they had their jobs once more.

A thoughtful consideration of what the theorists who believe in domination by the State have thus far done and left undone leads straight to the conviction that they, at least, can never undo our tradi-

(Continued on page 106)





# ARE YOU READY? Barrett will help you cash in on a big reroofing market



In every community scores of houses are waiting for new roofs. Not for years has the need for reroofing been so great!

Barrett will help you cash in on the demand. Barrett offers a complete line of time-tested and time-proved Barrett Asphalt Shingles, in styles, colors and weights to suit every taste and every pocketbook. The liberal Barrett Monthly Payment Plan makes it easy for customers to buy—and the dealer gets paid in full IN CASH when the job is finished.

It's a golden opportunity to make money selling Barrett Asphalt Shingles. Are you ready for it!

**THE TECHNICAL SERVICE BUREAU** of the Barrett Company invites your consultation with its technically trained staff, without cost or obligation. Address The Technical Service Bureau, The Barrett Company, 40 Rector Street, New York.

**THE BARRETT COMPANY, 40 RECTOR STREET, NEW YORK, N. Y.**

2800 So. Sacramento Avenue, Chicago, Illinois • Birmingham, Alabama

JANUARY 16, 1936

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# HARDWARE AGE FIFTY-YEAR CLUB

**M**EN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. HARDWARE AGE salutes these half-century veterans and will welcome additional members:



**A. L. SHERK**

was adopted. The business has always occupied the same location, although the interior and exterior have been remodeled several times. Mr. Sherk, at 73, is a very active member of the firm. He has been a director in the Mechanics' Building and Loan Association for 42 years, and a director of The Valley National Bank for more than 20 years. Both are progressive institutions of his home city. Most of his spare time from business is spent at his mountain home located about 15 miles from Chambersburg, in the Roxbury Mountains. He enjoys nature, and derives much pleasure in trees, planting new ones and beautifying the old ones. Several hundred of his trees are marked with aluminum tags bearing the names of his many friends.

**A. L. SHERK**, of A. L. Sherk & Son, retail hardware, Chambersburg, Pa., is probably one of the best known retail hardware merchants in the Keystone State, especially among traveling salesmen. He grew up in the business, having started in 1872 with his uncle, R. E. Tolbert, who was then operating in Chambersburg, under the firm name of R. E. Tolbert & Son. In 1890, the firm name was changed to Sherk & Solenberger, which continued until 1898, when Mr. Sherk purchased complete control. In 1916, the firm's present name



**ABRAHAM GARIS**

which was operated by Mr. Geller's estate. In 1925 the business was purchased by J. M. C. Speirs, and Mr. Garis continued to work for the new owner until ill health compelled him to retire about a year ago. He has been a member of St. John's Reformed Congregation for about 48 years, and is also a member of the J. J. Rothrock Men's Bible Class of the St. John's Church School. He served as treasurer of the Church School from 1902 to 1934, and was then elected treasurer emeritus. Although Mr. Garis is now retired at the age of 83 he maintains an active interest in the hardware business.

**ABRAHAM GARIS**, of 109 St. Elmo St., Lansdale, Pa., has a record of service as a retail hardware salesman that probably has few equals. Mr. Garis sold hardware at retail for a total 64 years. He began working at his first hardware job at the age of 18 in 1871, and worked for his first employer for 13 years. Following this, he entered the employ of J. S. Geller, then a hardware merchant in Lansdale, and for the next 50 years he worked in the same establishment. When Mr. Geller passed away in 1915, Mr. Garis continued in the store,

**CHAS. L. SCHLATER**, qualified for the HARDWARE AGE 50 Year Club with 10 more years of service in the hardware business to his credit than are required for membership. His hardware career began in 1875, with John G. Brenner & Son Co., Philadelphia, Pa., where he remained for two years. In 1877, he became a salesman for the Russell & Erwin Mfg. Co., and when that company removed its stock from Philadelphia, he obtained a position as a salesman for the New Jersey Wire Cloth Co., a subsidiary of the John A. Roebling's Sons Co., Philadelphia, and Trenton, N. J. In April, 1935, Mr. Schlater, who is 76, was retired from this latter position on account of age. Since then, he has made his headquarters at his home 6416 N. Sixteenth St., Philadelphia, and has continued to call on the hardware trade, selling a limited number of specialties. When he started in the hardware business, 60 years ago, in Philadelphia, he says, hardware jobbers were almost three times as numerous as they are today. He has two hobbies, one is attending to business, and the other is going fishing whenever he gets a chance.



**CHAS. L. SCHLATER**



**"INGO-BIKING"**  
*a thrilling  
new sport*

**BRINGS YOU  
UNUSUAL PROFIT  
OPPORTUNITIES**  
*Investigate at once!*

# *It's Here!* The Gearless, Chainless "Bike"

*Sensational!*

**Nearest thing to  
perpetual motion**

**Read these  
Press Comments—**

*Chicago Sunday Tribune . . . "Miami  
bathing girls go in for chainless,  
gearless bikes."*

*Wisconsin News (Milwaukee) . . .  
"Inventors rode from Chicago to  
Milwaukee in 9 hours."*

*Miami Herald . . . "Fast becoming  
a popular fad in Miami."*

*Popular Science Monthly . . . "Rider  
propels the strange vehicle by rais-  
ing and lowering his body."*

*Chicago Herald & Examiner . . .  
"Magic! The next best thing to per-  
petual motion."*

*Cleveland Plain Dealer . . . "Has  
gained the fancy of vacationists at  
Miami."*

Here is that "something new" the sporting goods trade has long wanted. INGO-BIKE . . . the simplest self-propelled vehicle that has ever been invented.

Although it has no pedals, sprockets or chain, this amazing new wheel maintains a speed up to 20 miles per hour with scarcely any noticeable effort on the part of the rider. The silence of its gliding motion as it speeds safely in and out of heavy traffic, the thrill of the healthful, graceful movement, which we call "body rhythm," the absence of parts to entangle clothing, the fact that two can ride one INGO-BIKE, and that one size and one model fits both sexes and all ages . . . these combine to make INGO-BIKE a natural seller.

Investigate INGO-BIKE now. Get the benefit of its sensational demon-  
strating-advertising value for your store. Crowds gather wherever it is shown.  
Remember, the big profits from selling INGO-BIKES will go to those who  
"get in early." Write for dealer proposition . . . today. Address

**INGERSOLL STEEL & DISC CO.**

Division of Borg-Warner Corporation

**2805 STRAUS BLDG. - CHICAGO, ILLINOIS**

**INGO-BIKE**

*"A  
Borg-Warner  
Product"*

RETAIL PRICE \$24.75, F. O. B. FACTORY, CHICAGO . . . LIBERAL DISCOUNTS TO DEALERS

JANUARY 16, 1936

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# CONVENTION CALENDAR

American Hardware & Supply Company's Twenty-fifth Annual Dealer Meeting and Exhibit, Pittsburgh, Pa., Jan. 27 and 28, 1936. Business sessions and exhibition: The company's headquarters, 41-43 Terminal Way. Wm. M. Stout, general manager.

American Sporting Goods Association Annual Convention and Exhibition, Hotel Sherman, Chicago, Jan. 27 to Feb. 1 inclusive, 1936. John Hatton, managing director, care Hotel Sherman, Chicago.

First International Housewares Show, Chicago, January, 1936. Sponsored by and held in the Merchandise Mart, concurrently with the Furniture, Lamp, Floor Covering, Curtain—Drapery, and Glassware, China and Pottery Markets.

Hall Hardware Company's Thirty-third Annual Stockholders' Meeting, Convention, and Exhibit, Minneapolis, Minn., Feb. 18 to 20 inclusive, 1936. Business sessions and exhibition: The company's building, 6th to 7th Ave. No. on Third St. G. E. Hall, president and manager.

Idaho Retail Hardware and Implement Dealers Association Annual Convention, Pocatello, Idaho, Jan. 23 and 24, 1936. Tentative headquarters: Bannock Hotel. E. Bell, acting secretary, Box 1254, Boise, Idaho.

Illinois Retail Hardware Association 39th Annual Convention and Exhibit, Peoria, Ill., Feb. 4 to 6 inclusive, 1936. Exhibit: State Armory. Headquarters: Pere Marquette Hotel. C. G. Gilbert, secretary, 1155 Merchandise Mart, Chicago, Ill.

Indiana Retail Hardware Association Annual Convention and Exposition, Indianapolis, Ind., Jan. 28 to 31, inclusive, 1936. Sessions and Exposition; Murat Temple. Headquarters: Lincoln Hotel. G. F. Sheely, managing director, 130 E. Washington Bldg., Indianapolis.

Iowa Retail Hardware Association 38th Annual Convention and Exhibition, Des Moines, Iowa, Feb. 11 to 14 inclusive, 1936. Headquarters and business sessions: Hotel Savery. Exhibit: Coliseum. Philip R. Jacobson, secretary, Mason City, Iowa.

Kentucky Hardware and Implement Association Annual Conven-

tion and Exhibition, Louisville, Ky., Jan. 21 to 23 inclusive, 1936. Headquarters, business session and exhibit: Seelbach Hotel. J. M. Stone, Room 9, Seelbach Hotel, Louisville.

Michigan Retail Hardware Association Annual Convention and Exhibition, Detroit, Mich., Feb. 11 to 15 inclusive, 1936. Headquarters: Statler Hotel. Business sessions and exhibit: Masonic Temple. Harold W. Bervig, secretary, 1112 Olds Tower Bldg., Lansing, Mich.

Minnesota Retail Hardware Association 40th Annual Convention and Exhibition, Minneapolis, Minn., Jan. 21 to 24, inclusive, 1936. Sessions and exhibit: Municipal Auditorium. C. J. Christopher, manager-treasurer, Nicollet and 24th Sts., Minneapolis, Minn.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

Mountain States Hardware and Implement Association 34th Annual Convention, Denver, Colo., Jan. 20 to 22 inclusive, 1936. Headquarters and sessions: Cosmopolitan Hotel. John T. Bartlett, secretary, 2005 Mapleton Ave., Boulder, Colo.

National House Furnishing Exhibit, 9th Annual, Chicago, Jan. 5 to 11 inclusive, 1936. Headquarters and exhibition: Stevens Hotel. Under auspices of National House Furnishing Manufacturers Assn., Inc., 228 N. La Salle St., Chicago, Ill.

National Sporting Goods Distributors Association 6th Annual Convention, Cleveland, Ohio, Jan. 19 and 20, 1936. R. L. Kroesen, president, 1909 E. 13th St., Cleveland, Ohio.

Nebraska Retail Hardware Association 35th Annual Convention, Lincoln, Neb., Feb. 4 to 6 inclusive, 1936. Headquarters and sessions: Cornhusker Hotel. George H. Dietz, secretary, 414 Little Bldg., Lincoln, Neb.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

New York State Retail Hardware Association 34th Annual Convention and Exposition. Headquarters and business sessions at Hotel Syracuse, and Exposition at State Armory, Syracuse, N. Y., Feb. 11 to 14 inclusive, 1936. John B. Foley, secretary, 510 Hills Bldg., Syracuse, N. Y.

North Coast Hardware and Implement Association Annual Convention, Seattle, Wash., Jan. 31 and Feb. 1, 1936. Headquarters and sessions: Olympic Hotel. Ray Cavanaugh, secretary, 1148 Pacific Ave., Tacoma, Wash.

North Dakota Retail Hardware Association Annual Convention and Exhibit, War Memorial Bldg., Devils Lake, N. D., Feb. 4 to 6 inclusive, 1936. Louise J. Thompson, secretary, 21 Clifford Bldg., Grand Forks, N. D.

Ohio Hardware Association 44th Annual Convention and Exhibition, Cincinnati, Ohio, Feb. 18 to 21 inclusive, 1936. Business sessions, headquarters, and exhibition: Netherland Plaza Hotel. John B. Conklin, secretary, 175 S. High St., Columbus, Ohio.

Oklahoma Hardware and Implement Association 33rd Annual Convention and Exhibition, Oklahoma City, Okla., Jan. 28 to 30 inclusive, 1936. Sessions and exhibit: Masonic Temple. Chas. F. Nelson, secretary, 301 Key Bldg., Oklahoma City, Okla.

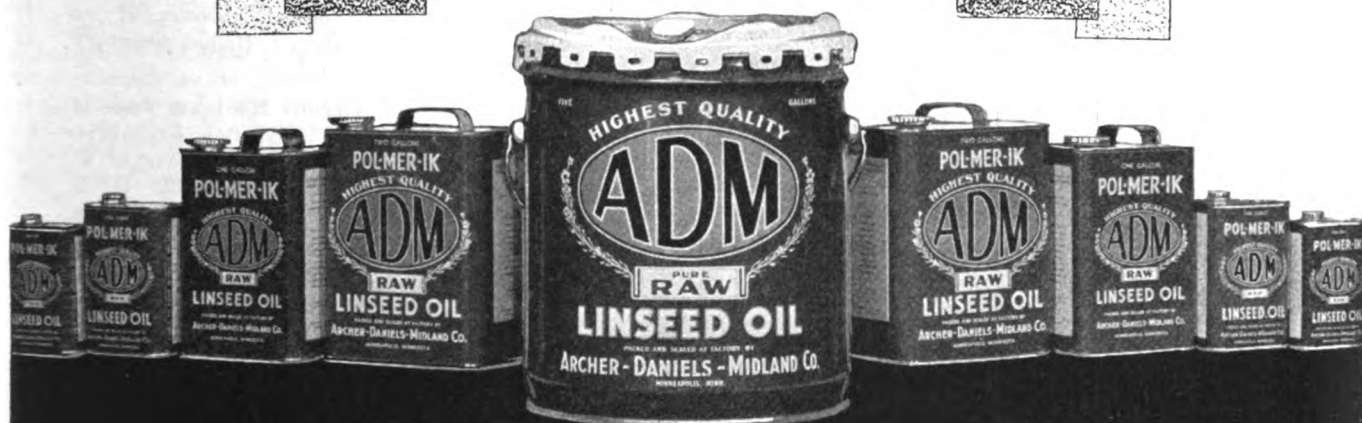
Pacific Northwest Hardware & Implement Association Annual Convention, Spokane, Wash., Jan. 28 and 29, 1936. Headquarters and sessions: Davenport Hotel. Lee F. Olney, secretary, S. 121 Madison St., Spokane, Wash.

Panhandle Hardware and Implement Association Annual Convention, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, (Continued on page 76)



**A BETTER OIL  
SELLING AT THE SAME PRICE!**



**WHY  
POL-MER-IK LINSEED OIL  
IS REPLACING ORDINARY RAW AND BOILED**

**POL-MER-IK** Linseed Oil in cans is replacing regular raw and boiled because it's a better oil and sells at the same price. POL-MER-IK is a 100 per cent pure linseed oil, 10 per cent of which has been actually kettle-cooked to a varnish body. Because of the heat-treated oil which POL-MER-IK contains, it will impart to paint a higher gloss and a harder finish and greater wearing quality. These facts are recognized by leading paint manufacturers who formerly cooked their own oil in order to obtain these properties in their paint, but who now use POL-MER-IK oils. It's better than regular linseed oils, as light in color, and should be used for mixing paint in exactly the same manner as regular linseed oil.

**POL-MER-IK IN CANS  
MEANS MORE MONEY FOR YOU**

**THERE** is a definite profit advantage in selling POL-MER-IK in cans. In the first place, canned oil is not a perishable product. Canned oil prevents the losses of bulk selling, such as drips, over-measuring, and foots in the bottom of barrels. You buy a gallon and you sell a gallon—and you give your trade, at no increase in price, the best linseed oil on the market.

POL-MER-IK IS AVAILABLE IN EITHER RAW OR BOILED IN PINTS, QUARTS, ONE- AND TWO-GALLON CONTAINERS, AND FIVE-GALLON DRUMS.

**ARCHER • DANIELS • MIDLAND COMPANY**  
MINNEAPOLIS, MINNESOTA

JANUARY 16, 1936.

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(Continued from page 74)

tion, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, 1936. Sessions and exhibition: 5th Regiment Armory. Hotel Headquarters and Entertainment: Lord Baltimore Hotel. W. Glenn Pearce, managing director, 400 N. Broad St., Philadelphia, Pa.

Southern California Retail Hardware Association Annual Convention and Exhibition, Los Angeles, Cal., Feb. 11 to 13 inclusive, 1936. Headquarters, sessions and exhibit: Ambassador Hotel. J. V. Guilfoyle, managing director, 1122 Pacific National Bldg., Los Angeles, Cal.

South Dakota Retail Hardware Association 31st Annual Convention and Exhibition, Sioux Falls, S. D., Jan. 28 to 30 inclusive, 1936. Sessions and exhibition: Coliseum. C. J. Christopher, manager-treasurer, Nicollet and 24th Sts., Minneapolis.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Texas Hardware and Implement Association 38th Annual Convention, Hotel Adolphus, Dallas, Tex., Jan. 21 to 23 inclusive, 1936. Dan Scoates, secretary, College Station, Tex.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. sometime in April, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St.,

Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith. c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

Virginia Retail Hardware Association Annual Convention, Richmond, Va., Feb. 25 and 26, 1936. Headquarters and sessions: John Marshall Hotel. Thomas B. Howell, secretary, 602 E. Broad St., Richmond, Va.

Western Retail Implement and Hardware Association 47th Annual Convention and Exhibition, Kansas City, Mo., Jan. 14 to 16 inclusive, 1936. Sessions: Ararat Temple. Hardware-Farm Equipment Exhibition: New Municipal Auditorium. Geo. L. Goldman, director of exhibits. Herbert J. Hodge, secretary, Abilene, Kan.

West Virginia Hardware Association Annual Convention, Greenbrier Hotel, White Sulphur Springs, W. Va., Jan. 20 and 21, 1936. H. B. Clower, secretary, Oak Hill, W. Va.

Wisconsin Retail Hardware Association 40th Annual Convention and Exhibition, Milwaukee, Wis., Feb. 4 to 7 inclusive, 1936. Business sessions and exhibit: Milwaukee Auditorium. George W. Kornely, exhibit manager, 3374 N. Green Bay Ave., Milwaukee, Wis. H. A. Lewis, executive secretary, Stevens Point, Wis.

### Display For Red Devil Glass Cutters

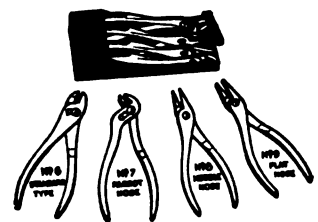
Landon P. Smith, Inc., Irvington, N. J., has announced a display container for its Red Devil glass cutters which is said to eliminate rust and protect the wheel until it gets to the user. This display is supplied for Red



Devil glass cutters No. 024 (World's Standard), No. 023 (ball knob) and No. 48 (turret head) at no extra charge. To obtain display add letter D after number of Red Devil cutter when ordering. Supplied through wholesalers.

### K-D Plier Set

The K-D Mfg. Co., Lancaster, Pa., is offering a set of four 4½ inch pliers for ignition, electrical, and radio work; model making and for reaching hard-to-get-at places in general household use. According to the maker, they are of special alloy steel, specially tempered for correct hardness and packed in a convenient, pressed steel box.



Each is of a distinct type—Standard, Parrot Nose, Needle Nose and Flat Nose. All four are said to be rust-proofed with a polished silver-like finish.

### Counter Display For Ventilating Window Fast

P. & F. Corbin, New Britain, Conn., are offering an attractive counter carton which holds 12 of its No. 1414 bronze or 01414 steel ventilating window fasteners, each in an individual box. Colors are black and orange, and the illustration shows an intruder in a nursery bedroom foiled by a fastener which prevents the opening of the sash beyond the safety point.



## Bulletin On Rudd's Garage Door Braces

Car Products Co., 1213 W. Third St., Cleveland, Ohio, has recently issued bulletin 12-B on Rudd's garage door braces, a new line of door braces for sagging garage and barn doors. It is stated that the braces are strong in every detail—will not bend or break—and end plates are designed to evenly distribute strain on the screws. According to the manufacturer the braces are adapted for heavy outside as well as light inside doors. Bulletin gives complete specifications.

## Conco Offers Vegetable Slicer

The Conco Vegetable Slicer is adjustable for various size slices, from tissue paper thinness to quarter inch thickness. Slicer is finished in green enamel with an aluminum blade holder. Frame is of cast iron. Guide mechanism is heavily tinned and cutting



blades are hardened, tempered, ground and polished steel. Safety device permits the last bit of vegetable being sliced without endangering the fingers. Slicer comes completely apart for thorough cleaning by the removal of one nut. Conco Engineering Works, Mendota, Ill.

## Wooster Animated Brush Display

This electrically driven and illuminated animated display is made by The Wooster Brush Co., Wooster, Ohio, for its dealers. It consists of a number of humorous painting scenes which constantly change while Ted the Tester keeps swinging on a Wooster Foss-Set Brush. Display is over five feet wide by five feet high.



## TACKEATERS *prefer Cross Sterilized Tacks*

She laughs! . . . the lady who buys a box of tacks. "Why should a tack be sterilized?"

Back in 1930 we asked ourselves: "Why not?" Upholsterers, furniture makers, leather workers, window trimmers, carpet layers, sign posters—in all these trades they "eat" tacks. And we can show you thousands of letters from experienced craftsmen, praising Cross Sterilized Tacks because they are sterilized, clean, 100% usable, blued in high-heat electric furnaces, and made of best domestic materials. They also like 'em because the heads stay on, the points are needle-sharp, the shanks are straight and strong. They find profit in the fact that Cross Sterilized Tacks are packed clean in rust-resisting boxes, to full net weight.

If these reasons appeal to the professional user, they're good sales points for all your trade. Quality is a factor in your business, as well as in ours.

Uniform — 100% usable  
— no culls  
Sterilized  
Packed clean — no dirt  
Blued in high heat electric furnaces  
Made of best domestic materials  
Needle sharp points  
Round centered heads stay on  
Straight strong shanks  
Full net weight

UPHOLSTERERS • CARPET • CARPET LAYING • COPPER  
WEBBING • GIMP • HIDE • LACE • WIRE CLOTH STAPLES  
BILL POSTERS • DOUBLE POINTED • CLOUT NAILS

*all*  
**OK..if they're**

Sold in  
these distinctive boxes  
RED—BLACK—WHITE



YOUR JOBBER HAS CROSS, OR CAN GET THEM FOR YOU

**W.W.CROSS & CO. INC. EAST JAFFREY, N.H.**

# The Adams Family of Colorado

By SAUNDERS NORVELL

**T**HE story of the hardware Adams family of Colorado is a most interesting one. Alva Adams, the head of this family, at one time or another owned outright or was interested in six retail hardware stores in Colorado. He found time notwithstanding the general management of these stores to serve the state of Colorado as Governor for two terms. His son, Alva B. Adams, is now serving the state of Colorado in the United States Senate.

When I traveled in Colorado, I had the good fortune of meeting Governor Adams in Pueblo. His store was a good customer of the Simmons Hardware Company at that time and upon my arrival in Colorado one of the first sales I made was to Governor Adams' store in Pueblo. At that time the Governor personally attended to the buying for his hardware stores. Shortly afterwards I was called to St. Louis to take a position in the house. In 1906 I went to Denver to attend a meeting of the Colorado Retail Hardware Association. On this occasion the Executive Committee of the Association accepted an invitation from me to attend a banquet at the Brown Palace Hotel on the evening of Feb. 8, 1906, to which were invited all of the hardware dealers, jobbers and hardware traveling salesmen in the state. This dinner was unique because the toastmaster was Alva Adams, then ex-Governor of Colorado.

Governor McDonald and Mayor Speer of Denver were also present on this occasion. Among the local jobbers present were George Tritch, Lucius Moore and F. A. Ellis. N. A. Gladding represented the manufacturers, and all of the representative hardware salesmen of all the hardware jobbers selling goods in Colorado were there too—five hundred in all.

An old newspaper clipping recalls that the invitations to this banquet were printed on sheets of sandpaper with the suggestion that the invitations be used to smooth out any rough places in the program. No doubt many of the oldtimers in Colorado will remember this banquet. Some of the speakers and their subjects were as follows:

"**HARDWARE JUNK**"—F. C. Moys, Boulder.  
"THE OLD TIME TRAVELING MAN"—D. M. Harding, Canon City.  
"THE MIDDLEMAN"—He works both ends—W. S. Wright, Omaha.  
"THE MEANEST MAN IN TOWN"—My Friend—My Competitor—H. B. Brown, Trinidad.  
"THE MAN WHO PAYS FOR OUR AUTOMOBILES"—The Retailer—Fred Tritch, Denver.  
"A TOKEN OF APPRECIATION"—John Killin, Pueblo.

The menu was called "BILL OF LADING" and some of the dishes were as follows:

"**CREAM OF AXLE GREASE**, a la Lucius Moore  
"FILET OF BURRO, with ox shoes style early Leadville, John Foutz  
"KILLIN'S PUEBLO ASPARAGUS

"**KNOCK OUT PUNCH**, a la Moys  
"HOT BIRD ON TRUST, a la Barkley  
"CORBIN PEAS ELLIS HOMINY  
"AMAZONIAN SALAD—Piece de Resistance  
"TROXEL BISCUIT GLACE  
"GEORGE MAYER ASSORTED CAKES  
"COLORADO SPRINGS CHEESE, a la Jim Barnes  
"McCARTHY CRACKERS  
"ROUND-UP COFFEE, A LA EDDY  
"CIGARS—"THE BURNING SHAME"  
"Smoke, smoke in this world, some in the next."

**SPEAKING**  
"EX-GOVERNOR ALVA ADAMS, TOASTMASTER—"Evil communications corrupt good manners."

But all this simply leads up to the interesting history of the Adams family in the hardware business in Colorado. Recently, I wrote Senator Adams in Washington, told him all about the banquet when his father presided as toastmaster, asked him to give me some information about his family history in the hardware business in Colorado, and now I am in receipt of a manuscript from his covering their story, as follows:

"Alva Adams came to Colorado in 1871, having driven across the plains as a young man barely of age, to bring a sick brother in an effort to secure the benefits of the Colorado climate. His first activity in the hardware business was in connection with Mr. Joe Wilson of Colorado Springs, for whom he worked for a short time. In 1872 he purchased a small hardware and lumber business from Mr. Wilson. He had no cash



# 25th Anniversary Special

## 1½ QUART SAUCE PAN

### To Retail for Only 39c

(Regular Retail—65¢)

*Ideally suited for building up unit of sale and increasing store traffic.*

During 1936 the West Bend Aluminum Company will celebrate its 25th Anniversary. One of the features of this birthday year will be a special on the 1½ quart Sauce Pan in the New Matched Line. This beautiful Sauce Pan will be available in either the Satin-Ray or the Silver-Sheen finish, and will retail for only 39¢ (slightly higher in the West). And yet with this bargain price you will enjoy a 50% mark-up.

*Other numbers in the fast selling matched line:*

- |                              |                         |
|------------------------------|-------------------------|
| 1, 1½ and 2 quart Sauce Pans | 6 quart Covered Kettle  |
| 4 and 6 quart Sauce Pots     | 1½ quart Double Boiler  |
| 4 quart Whistling Tea Kettle | 2 quart Percolator      |
|                              | 8 cup Drip Coffee Maker |

*The Satin-Ray finish is available with either red or black molded trim; the Silver-Sheen finish is available with the black molded trim only.*



Each Anniversary Sauce Pan will carry an attractive band commemorating the 25th Anniversary and briefly listing the items in this line. A striking cut-out display card will also be available.

For further information send for descriptive bulletins.

Celebrate with West Bend during 1936—Anniversary Specials and Matched Sets will mean larger unit sales and greater profits!

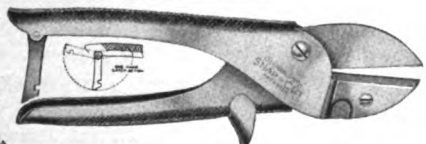
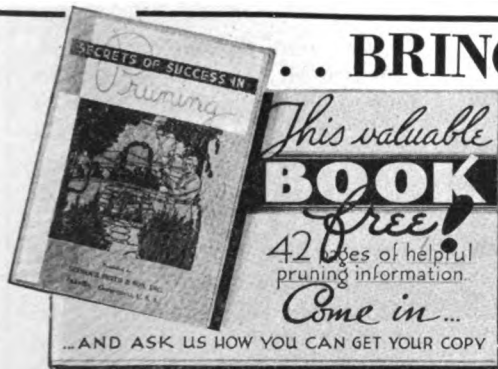
**WEST BEND ALUMINUM CO.**  
Dept. W30 West Bend, Wisconsin

## ... BRING CUSTOMERS into your store

### WITH THIS Sales Pulling DISPLAY CARD!

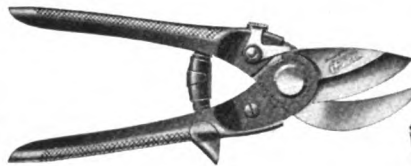
This card, given free with purchase of "Snap-Cut" Pruners, in your window or on your counter, will bring many prospects into your store; will help you sell more pruning tools.

Seymour Smith manufactures a complete line of high quality pruning shears, hedge shears, tree trimmers, lopping shears, saws, bull rings, etc., etc., all beautifully packaged, nationally advertised and fully guaranteed. It will pay you to feature Seymour Smith Tools, especially outstanding items such as the following—



### "Snap-Cut" Pruners

One quality, two sizes, with improved easy "one hand" catch. Patented blade and anvil construction cuts easier, quicker, cleaner. Rustproof chrome finish; strong, unbreakable patented construction. \$1.25 and \$1.75 Retail



### CLIPPER PRUNERS

This unusually popular, nationally advertised type of pruner is furnished in price range from 50¢ to \$1.50 Retail. The standard \$1.00 Pruner is an outstanding seller. New "one hand" catch; blade and hook hardened and tempered; all steel; finely polished cutting parts; replaceable blade and hook.



Seymour Smith Pruners are all beautifully packaged. Pruners furnished in colorful display cartons as illustrated. Display cards, booklets, folders, etc., available. Nationally advertised in leading magazines.



### "SNAP-CUT" Tree and Shrub PRUNER

A new, amazingly efficient pruner with the famous "Snap-Cut" construction. In 6-ft. and 4-ft. lengths, all steel operating parts mounted on aluminum shaft. Saves reaching or bending over. 6-ft. length, \$4.00; 4-ft. length, \$3.50 Retail.

Seymour Smith & Son, Inc.  
Oakville, Connecticut

Have you our *new* CATALOG OF "PRUNING TOOLS AND SALES AIDS?"....

Thousands of Prospects are sending for this valuable 10¢ BOOK in answer to our advertisements in big national magazines.....



or capital resources, but Mr. Wilson accepted his note for the entire purchase price.

"Late in '72, Alva Adams moved his stock of goods and business to South Pueblo which had just been organized. In 1873 he moved his business to the town of Del Norte in the San Luis Valley, which was then the distributing point for the various newly opened mining camps in the San Juan region. The Denver and Rio Grande railroad at that time was building south from Pueblo toward the San Luis Valley, but had not as yet crossed the Range. While a resident of Del Norte, the State of Colorado was admitted to the Union and Alva Adams was elected a member of the first state legislature.

"In 1877 he moved his business to the town of Garland on the eastern side of the San Luis Valley, which town was then the terminus of the railroad. A year later when the railroad had been extended to Alamosa, he together with practically all the inhabitants of the town of Garland moved to Alamosa. The little town was practically loaded on freight cars and moved. While in business in Alamosa, Alva Adams took into the hardware business with him his youngest brother, William H. Adams, who had recently been three times Governor of the state and who served for over forty years as a member of the State Senate from the district including Alamosa.

"When the Rio Grande railroad had completed its line to Durango in southwestern Colorado, Alva Adams opened a store in Durango in company with William Bayly, who moved from Alamosa and became the manager of that store. Mr. Ferd Graham, who many years later purchased the Durango store, was the bookkeeper at that time in the hardware store at Durango. Mr. Graham had formerly been employed at Alamosa in the capacity of bookkeeper and moved to Durango when the Durango store was established.

"Mining activity developed very rapidly in the early eighties throughout the San Juan region and the Durango store was in-

corporated as The San Juan Hardware Company and established branches in Telluride, Ouray, and Silverton. Alva Adams also established a store at Gunnison which subsequently was sold to Mr. John Steele. The San Juan Hardware Company continued to operate its stores in these various towns for some twenty years, when they were disposed of. The Telluride store was purchased by the Tompkins Hardware Company and the Durango establishment by Ferd Graham.

"Alva Adams moved from Alamosa to Pueblo in 1881, leaving his brother Billy in charge of the hardware business in Alamosa, which was operated under the name of 'Alva Adams & Brother.' At Pueblo he purchased an interest in the hardware business then being conducted by Mr. A. D. Craig, and thereafter the business was operated under the firm name of Adams & Craig. In 1884, Alva Adams purchased the interest of Mr. Craig and until 1888 the business was conducted in his individual name. At that time an interest in the business was purchased by Mr. Chris Wilson and for a short time was operated under the name of Adams & Wilson.

"In 1889, upon the recommendation of Mr. Simmons of the Simmons Hardware Company of St. Louis, Missouri, he brought Mr. George Holmes, of Wheatland, Missouri, to Pueblo and sold to him an interest in the business, which was thereafter conducted in the name of the Holmes Hardware Company, under which name the business continues to this day.

"During the time of his active participation in the management of the hardware business, Alva Adams made frequent trips East for the purchase of supplies for the various stores in which he was interested. At these times he established close business relations and friendships with Mr. E. C. Simmons of the Simmons Hardware Company and Saunders Norvell and Mr. Shapleigh of the Norvell - Shapleigh Hardware Company. Alva Adams ceased to take an active part in the man-

agement of the hardware business after the formation of the Pueblo Savings and Trust Company, of which he became president in 1890, but he always retained an active interest in all matters relating to the hardware business and made almost daily visits to the Holmes Hardware Company.

"The Holmes Hardware Company, about the year 1910, purchased the business operated by The Pueblo Hardware Company. This store had been founded in the early days of Pueblo by Thatcher Brothers and was owned by them up until its sale to the Holmes Hardware Company. The Holmes Hardware Company continues to operate The Pueblo Hardware Company as a retail store independent of its main establishment.

"Alva Adams passed away in November, 1922, and George Holmes passed away in February, 1935. The business at the present time is owned by the estates of the former partners and is being conducted under the management of Mr. John M. Holmes, who had an active part in this business prior to the death of his father."

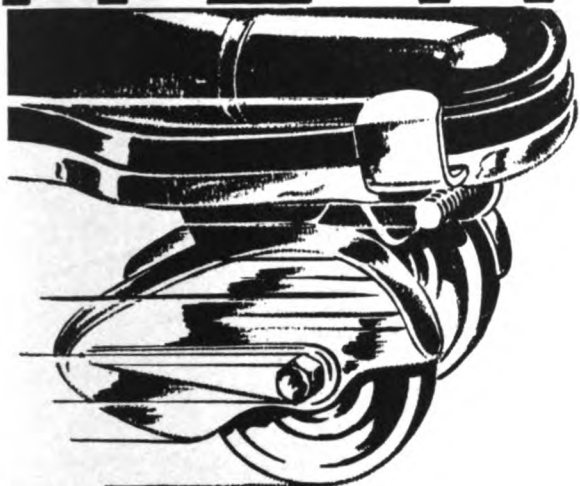
\* \* \*

When Mr. Holmes bought an interest in the hardware store of Alva Adams in Pueblo, he took charge of the buying. He placed his first order for hardware with the writer. I distinctly remember that the first item on this order was six dozen Chisholm No. 195 half spring mining shovels. Mr. Holmes asked me the price of Chisholm shovels and I remember I quoted him a discount. "No, young fellow," he said, "I don't want a discount. *I want the net price per dozen*, with all the discount taken off." So then I quoted him the net price, and after referring to a previous invoice, he gave me the order. For some time afterwards I had the pleasure of selling Mr. Holmes. This business is now exclusively a jobbing business, under the name of the Holmes Hardware Company.

I also recall that in his speech at the banquet, Mr. Brown of Trinidad advised all the young hardware men in business to stick to their profession. Mr. Brown

(Continued on page 104)

# NEW



## **STREAMLINE** *Roller Skates!*

**K**INGSTON'S new catalog is just off the press. Your copy is waiting—waiting to tell you about the sensational new Streamline (Model 125), and the other fine numbers in the Kingston Line for 1936. You will also find in it full details of Kingston's effective sales helps and advertising program for the coming year.

Get your Kingston Catalog right away. You'll want it for the information on these newest developments in roller skates. A postcard will bring your copy promptly.

### **How About Your Jobber?**

Talk to your jobber about Kingston Skates. If he doesn't stock them, we will count it a real favor to have his name. Please include it with your request for the catalog.

*Don't delay—get your name on  
the Kingston List!*

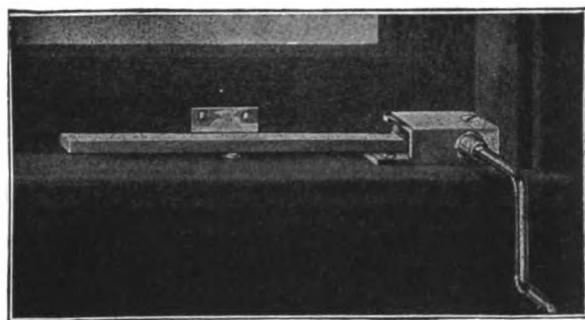
**KINGSTON PRODUCTS CORPORATION**

Kokomo

Indiana

U. S. A.

# Kingston



### **CASEMENT OPERATOR NO. 94**

*Fewer "Missed" Sales  
because it can be  
Mounted in Smaller  
Space*

**Stock Rixson's No. 94 Casement Operator!**

It mounts on stools as narrow as 1½" and will take the hard-to-fit job as well as those where stools are wider.

Its compact attractive design makes it more desirable on any installation and it has strength and endurance to spare.

No. 94 has positive operation. Three and one-half turns of handle moves casement through full 90° swing.



**THE OSCAR C. RIXSON CO.**

4450 Carroll Ave., Chicago, Ill.

New York Office: 2034 Webster Ave., N. Y. C.  
Philadelphia - Atlanta - New Orleans - Los Angeles  
San Francisco

*See Sweet's for further reference.*



**HARDWARE SPECIALTIES**

# Who Makes It?

Information regarding sources of supply as provided readers of *Hardware Age* by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in *Hardware Age* "Who Makes It?" section or issue.

LOCK HAVEN, PA.: Furnish address of the Ashton Valve Co.—Dickey-Grugan Hardware Co.

ANSWER: 161 First St., Cambridge, Mass.

\* \* \*

WILLIMANTIC, CONN.: Provide names and addresses of several manufacturers of fibre gears.—The Hurley-Grant Co.

ANSWER: National Vulcanized Fibre Co., East Wilmington, Del.; Continental-Diamond Fibre Co., East Newark, Del., and Spaulding Fibre Co., Inc., Tonawanda, N. Y.

\* \* \*

EASTON, PA.: Who makes Elton panic bolts?—J. M. Kiefer.

ANSWER: Elton Mfg. Co., 16 Avenue C, Newark, N. J.

\* \* \*

BELMONT, MASS.: Where can we obtain cuts of hardware items suitable for use in newspaper advertisements?—Waverly Hardware Co., Inc.

ANSWER: Vincent Edwards Co., 342 Madison Ave., New York City, and Cobb Shinn, 40 Jackson Place, Indianapolis, Ind.

\* \* \*

FRANKLIN, TENN.: Where can we get repairs for a Chattanooga farm wagon?—Trice-Reynolds Co.

ANSWER: Chattanooga Wagon & Body Co., Chattanooga, Tenn.

\* \* \*

WASHINGTON, D. C.: Who makes a tear gas gun in the form of a fountain pen that can be carried in the pocket for protection?—Cooper Hardware Co.

ANSWER: Federal Laboratories,

Inc., 185 Forty-first St., Pittsburgh, Pa.

\* \* \*

ST. LOUIS, MO.: Who makes Rhino floor finish?—Wittker Hardware and Contractors Supply Co.

ANSWER: Pecora Paint Co., Fourth & Lawrence Ave., Philadelphia, Pa.

\* \* \*

BELLEVUE, IOWA: Where can we get repairs for a Sunny Suds electric washer?—Young Hardware Co.

ANSWER: General Utilities Mfg. Co., 2587 E. Grand Blvd., Detroit, Mich.

\* \* \*

BROOKLYN, N. Y.: Where can we buy Skippy Sno-Plane sleds?—Flatbush Hardware & Electric Co.

ANSWER: Skippy Racers, Inc., 200 Fifth Ave., New York City.

\* \* \*

IMPERIAL, PA.: Provide address of the Palmetto Arms Co.—John A. Hamilton.

ANSWER: This name is used on some of the firearms distributed by Edward K. Tryon Co., wholesale hardware and sporting goods, 817 Arch St., Philadelphia, Pa.

\* \* \*

ARCHBOLD, OHIO: Provide name and addresses of the manufacturers of (1) Markel, and (2) Globe electric light fixtures.—Stotzer Hardware Co.

ANSWER: (1) Markel Electric Products, Inc., 145 Seneca St., Buffalo, N. Y., and (2) Globe Lighting Fixture Co., Seventh Ave. and 12th St., Brooklyn, N. Y.

PEKIN, ILL.: Who makes spring catches, as used for holding men's hats on the back of church pews?—Pekin Hardware Co.

ANSWER: Stanley Works, New Britain, Conn., and Denning Mfg. Co., 1783 E. 87th St., Cleveland, Ohio.

\* \* \*

BIRMINGHAM, ALA.: Who makes all-steel street carts having large refuse cans, and equipped with pneumatic tires, as used by the street cleaning departments of some municipalities?—Wimberly & Thomas Hardware Co., Inc.

ANSWER: Lansing Co., Lansing, Mich.

\* \* \*

BRADFORD, PA.: Who sells Ivanhoe English china, as formerly distributed by George H. Bowman Co., Cleveland?—Bodine Hardware Co.

ANSWER: Meakin & Ridgway, Inc., 129 Fifth Ave., New York City.

\* \* \*

SCHENECTADY, N. Y.: Where can we buy a music stand for an orchestra leader, having folding legs, telescoping post, and a wood panel music rest?—Charles W. Tiemann, Hardware.

ANSWER: Krauth & Benninghofen, Hamilton, Ohio.

\* \* \*

COLEMAN, TEX.: Where can we buy Turkish or vapor bath cabinets?—J. E. Stevens Co.

ANSWER: Overland Electric Co., 1102 S. California Ave., Chicago, Ill.; Holms Mfg. Co., Kenosha, Wis., and Cabinet Mfg. Co., Quincy, Ill.



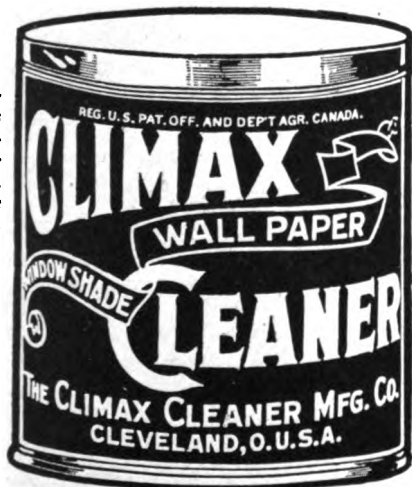
# WHAT Wall Cleaner goes over YOUR Counter?



**O**N the merit of the goods that go across your counter depends your repeat business. Why do women keep coming back to you, year after year, for Climax Wall Cleaner? Because they know (as their mothers before them) that Climax is the safe, reliable brand to use in their homes. Take advantage of this *built-up* buying habit (and of Climax national advertising) by displaying and selling Climax, the ideal, inexpensive cleaner (which requires no water) for papered or painted walls, including washable wallpaper. Climax brings you the top price.

**THE CLIMAX CLEANER MFG. CO.**  
Cleveland, Ohio

*Climax always comes in the familiar blue labeled can. Priced right to sell profitably.*



*Order your spring stock early — and ask for free counter and window displays.*



Retail price:  
**5 for 15c**

*Note construction of new THEFT-PROOF display case*

Package slides down vertically—and is pushed out through lower slot from behind, not pulled out by customer. Open for inspection, but protected from pick-ups. With easel for stand-up and tab for hang-up.

*First of all, you win by getting your money for every package of RIO blades in stock. The new copyrighted display carton stops petty thieving—packages are pushed out by your clerk, not pulled off by customer.*

*Second, you win by further building your name for satisfaction. The new RIO blades (single and double-edge) set new higher standards in the field. Both are made of white chrome steel, every blade inspected. Both come as near shaving perfection as any blade made.*

*Third, you win by dealing with a responsible concern. Standard makes fine blades, sells them at a fair price, deals with legitimate jobbers only. Standard gives the retailer a square deal and a large profit. Every blade made by Standard carries the Standard name—and Standard means QUALITY always. Standard Safety Razor Corp., East Norwalk, Conn.*



# What's New

for Retail  
Hardware Stores

New and Improved Merchandise—  
Display Helps—Sales Literature—  
Window Trims—New Packages  
—New Colors—New Deals—  
Catalogs . . . . .

## Stainless Steel Coffee Pot

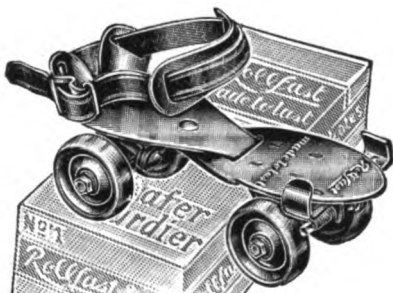
This Carlton stainless steel coffee pot (No. 362) is made of Enduro 18-8 and is designed with a modern touch and has the Carlton polish. Its capacity is



2½ quarts. Its diameter is 6¼ inches and height, 7 inches. The Carrollton Metal Products Co., Carrollton, Ohio.

## Rollfast Roller Skates

The features of the Rollfast Roller Skates manufactured by the D. P. Harris Hardware & Mfg. Co., 99 Chambers St., New York City, are: flexible reinforcement; heavy duty wheels, full nickel plating, large steel balls, mili-



tary buckle, one-piece strap with sanitary ankle protector. It is said that the big steel balls make the skates sturdier. As a compelling sales feature, an individual, attractively lithographed box has been designed for the skates.

## Display Packages For Grafting Wax

New shelf display packages have been designed for Trowbridge Grafting Wax. It has been put up in attractive 1 lb., ½ lb., (illustrated) and ¼ lb. packages and 5 lb. and 10 lb. containers. The manufacturer states that the



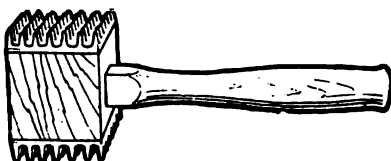
wax consists of high grade Gum Rosin, Beeswax and Tallow which have been carefully blended to possess even consistency and elasticity. It is used for grafting, budding, top working, etc., of all kinds of fruit, ornamental trees, shrubs and vines and for painting cuts, bruises and after trimming. The list price of the package shown is 35c., postpaid, and 30c. at the store. Discounts allowed the dealer. Walter E. Clark & Son, Milford, Conn.

## Bethlehem Offers Catalog W-3

Bethlehem Wire Nails and other Wire Products is the title of a 72-page illustrated booklet containing descriptive information with list prices and standard extras. This pocket-sized edition just published by the Bethlehem Steel Co., Bethlehem, Pa., describes the types of wire nails manufactured and explains various color markings employed for identification when packaged. Under other Wire Products will be found wire in various finishes, Bethanized wire, wire fence and miscellaneous fence materials, as well as wire tables and other information of value to the user of Bethlehem products.

## "Ideal" Steak Cubing Mallet

The teeth of the Ideal steak mallet are of cast aluminum and are said to

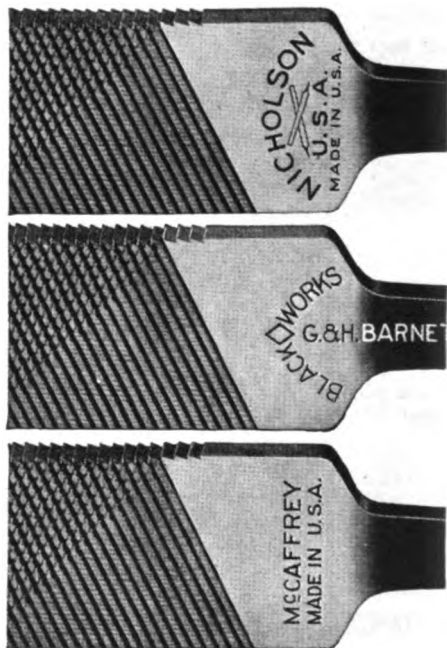


be sufficiently hard to withstand severe usage. Teeth plates are fastened to a hard wood block with wood screws, one having longer and coarser teeth for heavy, thick steaks and the other

shorter and finer teeth. In case of breakage or damage to teeth, a new plate can be attached at a small cost. The Master or commercial size is 2½ x 2½ x 4½ inches. The Junior or household size is 1½ x 1½ x 3½ inches. List price of Master is \$18.00 per dozen and of Junior, \$6.00 per dozen. Prices subject to discount. The Hardware Specialty Co., Tiffin, Ohio.

## Nicholson Offers Three New Files

The Nicholson File Co., Providence, R. I., announces an entirely new and improved method of file manufacture and tooth construction, now available in its Nicholson, Black Diamond, and McCaffrey Brands. It is said that wherever tested these files show a greater ability to remove stock at a higher filing speed; have increased durability; make possible up to three times as many cutting edges to each square inch of the file's cutting surface; they stay on the line of work; and that as the teeth wear down in the course of filing, reserve cutting edges come up to take their place.



## What Distributors say —

R. A. Gerlinger says:—"We will sell more Gibsons in 1936 than ever before the line is a winner!" Gerlinger Equipment Co., Gibson Distributor, Toledo, Ohio.

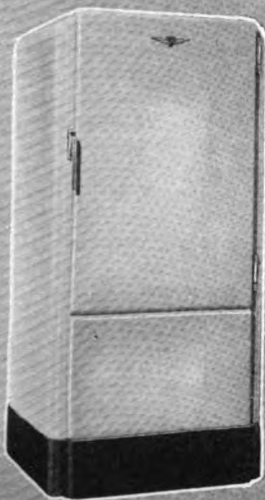
Ben Golden says:—"The FREEZ'R SHELF put us on top in 1935 . . . there will be no stopping us in '36." Eastern Electrical Supply Company, Gibson Distributors, Newark, New Jersey.

S. E. Schulman says: "1936 should be the refrigeration industry's biggest year — and Gibson's, too." Commonwealth Utilities, Gibson Distributor, Chicago, Illinois.

Walt Wissemann says: "A splendid line and an early start . . . that's what we need and we have it; so watch Remick's in 1936." Jas. S. Remick Company, Gibson Distributor, Sacramento, California.

## Sales appeal in 1936

will it be **PRICE or FEATURES?**



**GIBSON**  
has  
*Both*  
*plus*



and the **PROVEN** Freez'r Shelf



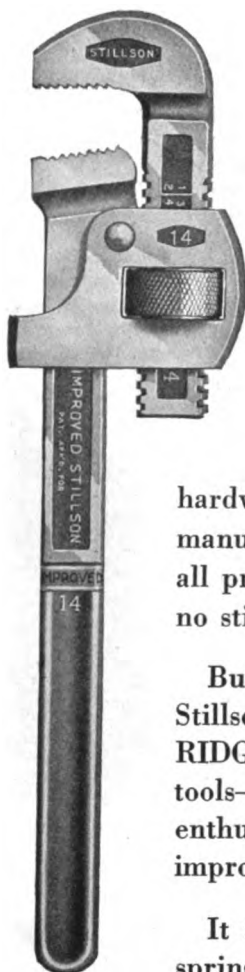
*It will pay you to investigate!*

# GIBSON

ELECTRIC REFRIGERATOR CORP.

Home Offices and Factories  
GREENVILLE, MICHIGAN

JANUARY 16, 1936



## A BETTER STILLSON for BETTER SALES

**STILLSON** pipe wrenches are an old story in any hardware store. No matter who has manufactured them, they've been all practically alike. Nothing new, no stimulation to sales.

But now comes the new Improved Stillson by the makers of the famous RIDGID Wrench and other pipe tools—and the trade takes to it with enthusiasm at once because it is improved.

It is made with cone-coil safety springs inside the housing—can't fall out, no exposed flat springs to break and cut the hand. No weakening of the handle for spring pins.

It has a handy pipe scale on the hook-jaw. Both jaws and handle are of tool steel, specially heat-treated, the frames of a new heat-treated alloy metal, extra strong. All parts interchangeable with conventional Stillsons.

A good looking, powerful, well-balanced **IMPROVED STILLSON** that will give new life to your pipe wrench sales.

*Ask your Jobber*



**THE RIDGE TOOL CO.**  
ELYRIA, OHIO, U. S. A.  
Manufacturers of RIDGID Pipe Tools

## Hygrade Sylvania Issues Service Hints, Volume 2

Service Hints, volume 2, is the follow-up of the popular Service Hints, vol. 1, which was compiled of practical and helpful bits of information which had appeared mainly in the columns of *Sylvania News*. Most of the information presented in vol. 2 is contributed by service men as a result of practical experience. Hygrade Sylvania believes it to be correct and authentic but assumes no responsibility for results. The first few pages are devoted to general engineering information and give formulas and examples as Ohm's law, calculation of value of resistors in series and parallel connection, calculation of value of resistance required for self-biasing, condensers in series and parallel. A section of the booklet contains tables, some of which are as follows: Bias resistor chart, color code chart; conversion table; copper wire table; interchangeable tube chart; cross index to RCA Victor, General Electric, Westinghouse and Graybar models. Approximately 35 pages are devoted to valuable service hints. The rear pages have miscellaneous information on condensers, general receiver hints, registers, speakers, transformers, tubes and volume control. Copies of the booklet are available to service men and radio dealers without charge. Hygrade Sylvania Corp., Emporium, Pa.

## Metwood Has a Handy Hose Holder

A practical, convenient and inexpensive sprinkling gadget, the Handy Hose Holder, is now being introduced to the trade by the Metwood Manufacturing Co., Rockford, Ill. The holder



is designed to hold a hose nozzle securely in any desired position and can be moved quickly and easily without shutting off the water. Measures 29 in. above the ground plate and can be stood up without stooping or bending. It permits the use of a regular, adjustable-spray nozzle. Attractively finished in red and green. Sample and full de-

tails on request. Manufacturer states the suggested retail selling price is 39c., dealer's cost is \$2.95 per dozen. All prices f.o.b. factory, Rockford, Ill., with no freight allowances. Terms to approved credit are 2 per cent 10, net 30 days.

## Electric Glue Pot

Glue Boy, manufactured by Brannon, Inc., 14307 Third Ave., Detroit, Mich., is designed for use in wood-working and cabinet shops, home workshops, furniture and aircraft factories, etc. According to the manufacturer, Glue Boy is thermostatically controlled



to maintain the glue at a temperature between 150 and 160 degrees Fahr. which is the safest and best temperature for maintaining the greatest holding power of the glue. Made in 3 pint size, 110 volts, 350 watts for industrial use and in 1 pint size, 110 volts, 150 watts for home workshop and small industrial establishments.

## Lenk Hi-Heat Automatic Blot torches 104 and 105

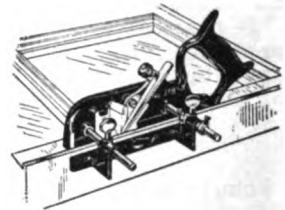
Hi-Heat Blot torch No. 105 is for alcohol use and 104 is for gasoline. Features include flame control and shut-off valve, self-orifice and non-clogging burner. The maker states that



there is no evaporation of fuel and no loss of pressure. Generate quickly from asbestos filled drip cup. Tank of heavy gage seamless drawn brass, with funnel-shaped bottom for easy filling. No. 105 has nickel plated finish while No. 104 has polished brass finish. Height 7½ in., diameter at base 3 in. Capacity ¾ pint. List prices, respectively, \$2.00 and \$1.75. The Lenk Mfg. Co., Newton Lower Falls, Mass.

## Stanley Weatherstrip And Fiber Tools

Stanley Rule & Level Plant, New Britain, Conn., has added to its line several tools for installing metal weatherstrip. Grooving Plane No. 248 for cutting a groove in the sash for the rib



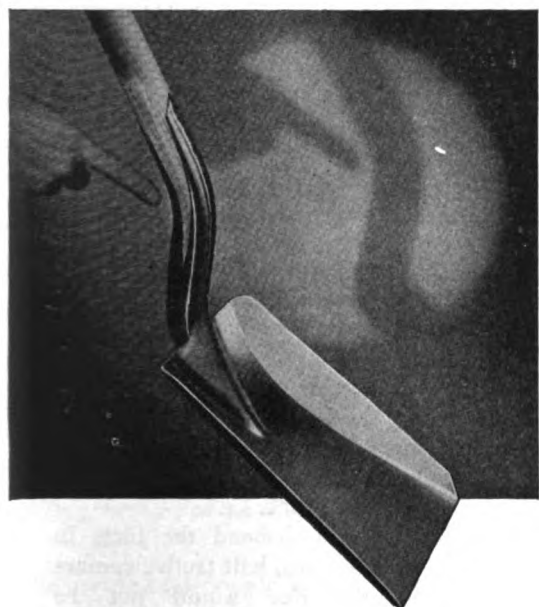
of the weatherstrip. No. 378 Rabbet Plane for cutting rabbets on "meeting rails" of window sash for installation of the "hook" and "flat" weatherstrips. For rabbeting doors, a special Rabbet Plane No. 78W which has a detachable runner on bottom that acts as a gage to cut a rabbet ¾ in. wide on either side of plane without adjustment so that plane can be reversed on end of door to prevent wood from splitting. Fiber Board Beveler No. 194 cuts chamfers or bevels up to ¾ in. on fiber board. Furnished with six razor blade type cutters. List price, \$1.80. Fiber Board Knife No. 199 is used for trimming cuts in fiber board, opening cartons, cutting paper, leather, carving linoleum and rubber for printing blocks. Aluminum handle holds special pointed razor blade type cutter. Magazine in handle holds five spare cutters. Suggested retail selling price is \$1.50. Display card holding one knife, free with order for six knives.

## Sedgwick Dumb Waiters And Elevators Catalog "T"

This catalog presents information of interest and service regarding the leading types of Sedgwick Dumb Waiters and Elevators. In addition to the information illustrated, special detailed descriptive matter on the individual types will be sent upon request. There is space devoted to Sedgwick equipment and to directions for ordering or requesting advice. Among the types of dumb waiters shown are: automatic brake dumb waiter; band brake dumb waiter; tube dumb waiters; under counter dumb waiters; fuel and log lifts; electric dumb waiters. There are freight elevators, wall climber elevators, grip hoists, residence elevators, electric stair-traveler, sidewalk elevators, and ash or keg cranes. Sedgwick Machine Works, 150 W. 15 St., New York City.



# Genuine O. Ames



THE SHOVEL THAT BUILT AMERICA

*Constantly Copied  
but never equalled*

**T**HE famous Ames Bend, symbol of Ames craftsmanship, for one hundred and sixty-one years a distinctive feature of O. Ames Plain Back Shovels.

The Genuine O. Ames shovel with its exclusive bend, gives a perfect balance. Its time-tested special Alloy Steel embodying Ames' successful attainment of the perfect compromise between hardness and flexibility. Its electric welded straps assure a permanent—not a temporary connection. The O. Ames today is the leader of Plain Back Shovels.

ASK YOUR JOBBER



SINCE  
1774

Parkersburg, W. Va.—**Ames Baldwin Wyoming Co.**—North Easton, Mass.

**NOW . . . WIDER PRICE RANGE . . . AND  
GOOD PROFIT ON EVERY ITEM**

WITH THE **Speed King**  
**LINE**

**The Sensational 500-MILE SKATE**  
Retails at \$1.95 to \$2.25 pr.

**SPEED KING No. 440**  
Retails at \$1.79 to \$2.10 pr.

**SPEED KING No. 490**  
Retails at \$1.53 to \$1.79 pr.

**SPEED KING No. 480**  
Retails at \$1.39 to \$1.57 pr.

**HUSTLER No. 530**  
Retails at \$1.19 to \$1.33 pr.

**SPEED KING No. 540**  
Retails at \$1.13 to \$1.25 pr.

**NEVER BETTER VALUE**

The Leader — the "500 MILE" — has new hard-tempered rollers — giving 5 times ordinary wear — yet moderately priced. The lowest-priced skate has ball-bearings. — ALL have many improvements. — ALL bring good margin of profit. Special displays and dealer helps. Write for attractive 1936 proposition.

**HUSTLER CORPORATION . . . STERLING, ILL.**

# E Z SIDEWALK SNOWPLOW



(PAT. APPLIED FOR)

Removing snow from the sidewalk is no longer a disagreeable task—no more back-bending, heavy lifting or calloused hands—thanks to the E Z Sidewalk Snowplow.

The new way is to walk along your walk as if taking a stroll, first pushing the plow down the middle then taking a slice off each side, just as a street plow does, with no more effort than pushing a lawn mower.

Dealers and jobbers have received the E Z Sidewalk Snowplow with great enthusiasm. Test consumer advertising in the East conclusively proves that it is going to be a *Big Seller*. Send for circular and prices.

*It Saves Your Time and  
It Saves Your Back*

## BLAIR

MANUFACTURING COMPANY

Established 1879

SPRINGFIELD, MASSACHUSETTS

## If I Were Boss of a Hardware Store

*By One Who Is Not and Whose Name Is Withheld  
for Obvious Reasons*

**N**EARLY every man who has attained success was at one time an ambitious youngster. Over the long period of years from apprenticeship to the "big chair," the viewpoint of an individual is bound to change. Experience, without question, is the best teacher, but there are none of us so far along that we cannot be told a few things, and many a boss might find food for thought in the following.

It is said a good salesman makes a poor buyer, so perhaps a good employee would make a poor boss, nevertheless many a shining light is hid under a bushel and it is up to the boss to uncover and use as much of this hidden ability as possible.

Not presuming I am one of these "shining lights" I can at least express my opinion as to what I really would do should Old Man Chance or Lady Luck request me to "pinch hit" for the Chief.

First off, I'd be human and friendly, I would treat my help as equals, but not become too intimate, there is no truer aphorism than "familiarity breeds contempt"—but there is considerable difference in being decent and "high-hat."

I would endeavor to be optimistic at all times, nothing is more helpful or more contagious than a cheerful and hopeful disposition. At times this requires exceptional courage, but the results are always worth the effort.

I would expect promptness from all my help and do what I could in getting it by setting a good example. A business, whether good or bad, is merely a reflection of the ones higher up.

I would recognize and encourage talent, ability, aptitude, diligence and ambition, when I found one or more of these charac-

teristics in any of my force I would see to it that such attributes were given every chance to foster and to grow.

I would instill into all my help the spirit of cooperation, no other single element in business plays a more important part than good teamwork.

I would demand the facts in every instance, half truths, rumors and the like would not be tolerated.

I would not stint myself in bestowing praise "where credit is due," neither would I refrain from reprimanding if the occasion required. Any man, or woman, who cannot accept "the bitter with the sweet" should not be in business. Corrective criticism builds rather than destroys.

I would have contact with every department and see to it that the stock was always up-to-date and of suitable proportions, that it was well received, properly taken care of and carefully shipped out.

By keeping uppermost in my mind the fact that "goods well displayed are half sold," I would be sure my windows and interior displays compelled attention. My advertising would be placed where it would be the most beneficial. I would make use of pictures and samples in my advertising, the Chinaman who said — "one picture is worth a thousand words" was more than half right. I would accept and make use of manufacturers' and jobbers' sales helps whenever possible.

I would hold a meeting at least once a month for my sales force, where we could get together in a friendly way to talk things over, swap ideas and suggest ways and means of improving sales and conditions in general, also to make sure every man was familiar with the best talking points on the various items in stock. I would

WE'RE TELLING THE  WORLD

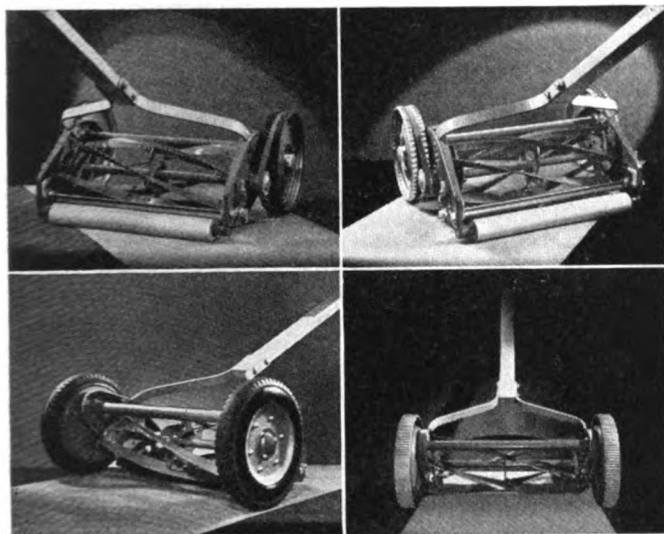
# SILENCE IS GOLDEN

*National advertising carries the Silent Yard-Man Story to your best prospects*

Yard-Man's silence means golden profits for you. And we're telling the story of the Silent Yard-Man in national advertising.

The greatest advance in lawn mower design in half a century, the Silent Yard-Man offers many important selling advantages. It is really silent in operation; it's easy to handle, and remarkably simple to adjust. All adjustments are made from the outside.

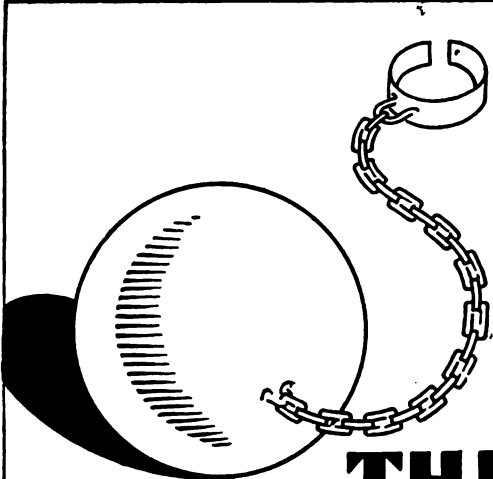
Ask your jobber about the Silent Yard-Man Demonstrator Plan, or write us direct. Yard-Man, Inc., Jackson, Michigan.



1. Silent Yard-Man, "V" belt-driven, rubber tires.
2. Silent Yard-Man, "V" belt-driven, plain metal wheels.
3. Silent Yard-Man, gear-driven, rubber tires.
4. Silent Yard-Man, gear-driven, plain metal wheels.

THE SILENT **YARD-MAN**

JANUARY 16, 1936




## THE PENALTY OF PRICE

● Many a retailer has in his stocks a certain number of what may be called "parasitic products." They prey on the confidence of his customers. They prey on his rightful profits. Cheap "sash cord" is one of these items. It is stocked by some retailers under the impression that the average customer won't afford the cost of a good cord—that they will penalize themselves for price.

Yet no item in a retailer's store is worth selling at any price if it endangers his business. And no item is too negligible to push aggressively if its influence is beneficial to him.

Retailers who make it a practice to recommend Samson Spot Sash Cord do so because they have found it both possible and profitable to sell to the majority of their customers. Tests have proved that it will give at least 30 years of continuous service, saving its price many times over in the costly replacements which occur so frequently when cheaper cord is used for window sash.

Phoenix Sash Cord is especially satisfactory for clothes lines. It is of all yarn construction. No cheap roving is used. It has minimum stretch and maximum strength—an honest clothes line that gives honest service and satisfaction to both buyer and seller.



**SAMSON CORDAGE WORKS**  
BOSTON, MASS.



## Remind Your Trade That Calking Is An Easy Job

Any handy man can apply Pecora Calking Compound around door and window frames. It is the sure way to make a residence or building weather-tight. Saves money for the owner on fuel bills by reducing heat losses. Avoids damage to interior by rain and snow seepage. You can safely recommend Pecora Calking Compound. Properly applied, it will not dry out, crack or chip. Specified by leading architects. Used by largest builders. Made by an old reliable firm.

## Show This Gun To Your Customers



Calking made even easier by using this improved Cartridge Gun. No ratchets, no pawls. A great time and material saver. Specially designed for Pecora Calking Compound, packed in Non-Refillable Cartridges of approximately One-Quart capacity. Get all the details.

Write for Bulletin and Prices



**Pecora Paint Company, Inc.**  
Lawrence & Venango Sts., Phila., Pa.  
Established 1862 by Smith Bowen

Pecora Sash Putties and  
Pecora Perfect Patching Plaster

even "dig down" for the smokes on these occasions.

I would keep my mailing list up-to-date by constant checking and rechecking.

I would hold a Field Day or Outing once a year and give the crew a jolly good time. I've been through the mill and know how something like this reacts on the feelings of the average worker, call it psychology if you wish.

I would see to it that all trade magazines and instructive pamphlets I received were circulated throughout the store, each clerk to read them in his spare time, then check with his initials showing that they had been read.

I would have my store and fixtures painted with the accepted Hardware colors, orange and black. I also would use orange weave wrapping paper and orange twine, this type of paper and twine is somewhat more expen-

sive, but the difference in cost would be charged to advertising.

I would make it a point that my clerks were always as courteous to customers exchanging or returning goods as to those who were buying.

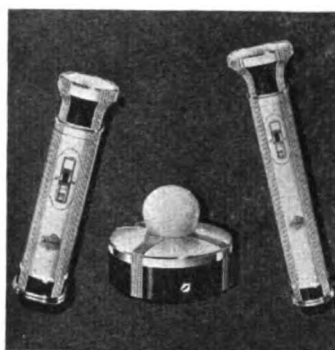
I would have sound judgment enough to realize it was for my best interests to support the jobber, as it is only through him I could look for protection in case of a demoralized market or any chaotic condition which might possibly arise.

I would probably tell my other dealer friends that it is the good, honest, common sense and love of fair play that has made American business great, and not the laws passed by Congress.

IF I were the BOSS and saw this article, I might—well, anyhow, I'd read it.—*An employee of a successful wholesale and retail hardware firm.*

## Eveready Masterlites

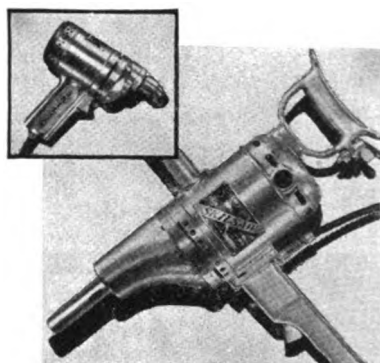
Eveready Masterlites, manufactured by the National Carbon Co., Inc., 30 E. 42 St., New York City, are in three forms: two tubular and one a table model, all in chromium finish. Switch provides steady or intermittent light, and a Light Selector makes possible instant, one-hand selection of either



powerful spotlight beam or broad, diffused illumination. Tubular models are breech-loading, bottom cap pulling down on slides to enable introduction of batteries, and returning in one motion to its locked position. Tubular models are four-sided instead of round. No parts are detachable. Provision is made for the attachment of owner's initials. Table model supplies both a night light and a 400-foot range spotlight, utilizing illumination from either top or bottom. Has no external switch and is practically automatic in action.

## Skilsaw Announces New Drill Models

The 3/16 in. and 1/4 in. high production Skilsaw drills have been designed for assembly line work in the airplane, automobile, radio and refrigerator fields and where fast drilling of holes up to 1/4 in. diameter is required. According to the maker, both models are of light weight and powerful construction—7 1/2 in. long by 3 3/16 in. diameter, with a die-cast aluminum alloy body. Handle is closer to chuck and permits better pressure with minimum of effort, it is claimed. Two-pole switch is enclosed in Bakelite. Both drills available in speeds of 2,000, 2,500, 3,000 and 3,700 R.P.M. For heavy drilling and reaming, the manufacturer offers the 5/8 in., 3/4 in., and 1 in. Skilsaw Heavy Duty Drills. These models have helical cut gears and housings are of die-cast aluminum. On the 5/8 in. and 3/4 in. models, a 3-jaw geared chuck is furnished. The 1 in. model is equipped with a No. 2 Morse taper socket. Skilsaw, Inc., 3310 Elston Ave., Chicago, Ill.







## STOCK MONAD PAINT —AND DO THIS

**\$** Meet Mail Order Competition with a High Grade, First Quality Product.

**\$** Release 80% of the capital tied up in your present paint stock and put it to work selling other fast-moving hardware items.

**\$** Build up volume by getting the orders for 5-gallon drums that now go to the Mail Order House.

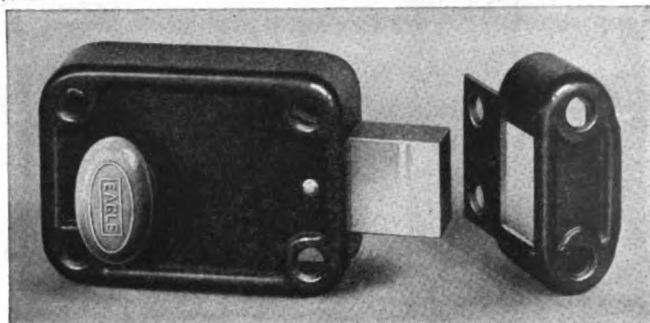
**\$** Turn your stock over 10 to 20 times a year.

*Write us for Full Information*

**THE GEO. WORTHINGTON CO.**  
Cleveland, Ohio

**1829**

**1936**



## RIM DEAD LOCK

**Drawn Steel Case**  
(Drawn Steel is STRONGER Than Cast Iron)

**Bolt Made of LAMINATED  
Hardened Steel With Full  
ONE INCH Throw**

### BIG VALUE & FEATURES THAT SELL

Case and strike are of DRAWN STEEL, black japanned.\* Size  $3\frac{3}{8}$ " x  $2\frac{3}{8}$ ". Back set  $2\frac{3}{8}$ ". Bolt throws FULL INCH and is made of LAMINATED Hardened Steel, brass plated.

Cylinder is of accurately machined Solid Brass, Pin Tumbler construction.

\*Can also be furnished with Cadmium Plated Finish in quantity lots on special order.

### The Eagle Quality Line

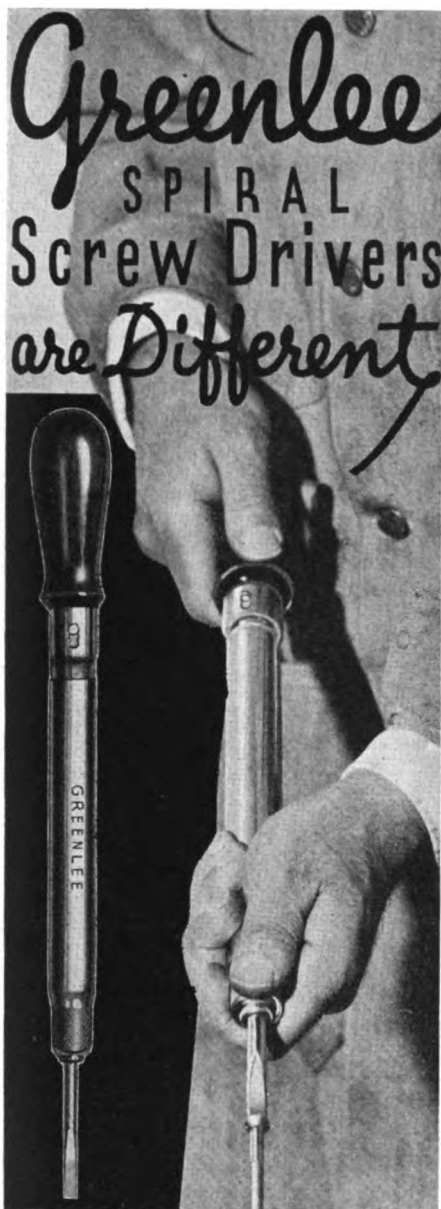
Night Latches	Store Door Sets	Wood Screws
Trunk Locks	Padlocks	Stove Bolts
Front Door Sets	Cabinet Locks	Machine Screws

**EAGLE LOCK CO.**  
*General Sales Office*  
26 Warren Street - New York

#### Branch Offices:

521 Commerce St. Philadelphia, Pa.	179 N. Franklin St. Chicago, Ill.	114 Bedford St. Boston, Mass.
---------------------------------------	--------------------------------------	----------------------------------

Works at Terryville, Conn.



The fact that Greenlee Spiral Screw Drivers are different would not be of much importance, if these differences did not make them better—better to use and easier to sell. But they do, as can readily be proved by trial. You will find that the spiral is fully enclosed to exclude dirt and provide for complete lubrication; that all adjustments are made without moving the hands; that a full grip is provided for the guiding hand; and that they present a most attractive and well-balanced appearance.

These features make Greenlee Screw Drivers easy to sell. But, best of all, they stay sold, because of these features and because they give dependable service and have long life. Just order one now and try it out, or let us send additional information.

**GREENLEE TOOL CO.**  
1715 Columbia Ave. Rockford, Illinois

## Enterprise Grater And Food Chopper

The "Enterprise" Meat-and-Food Chopper manufactured by The Enterprise Mfg. Co. of Pa., Philadelphia, Pa., is now being offered with a Grating attachment. The grater is inserted



simply by removing the chopping knife and plate. The grater may be used for a great many different foods. It is said that there is no loss of juices.

## Catalog On Skilsaw Portable Electric Tools

This catalog (No. 36) contains more portable electric tools than have heretofore been offered in any Skilsaw catalog, it is stated. It attractively illustrates the firm's tools and accessories as well as their application. Detailed descriptions and specifications are given along with price informations. The catalog introduces five new models of Skilsaw drills which round out its line of drills to fourteen units. Sizes range from  $\frac{1}{4}$ " capacity in steel to  $\frac{3}{8}$ " capacity in steel. Skilsaw, Inc., 3310 Elston Ave., Chicago.

## Safety Pulley For Clothes Lines

The Safety clothes line Pulley is said to give exactly twice the clothes hanging space as the old fashioned two pulley line. Clothes travel around the pulley on line and cannot slip off. Safety Pulley eliminates leaning out of window to hang up heavy wash. Connector regulates and restores proper



tension. Safety patented clips are rust-proof and will not discolor clothes. Sets are made up of 3 Safety Pulleys, 3 hooks, 24 clothes line clips and 1 clothes line connector. Sold through jobbers and in locations where jobbers can't supply sold directly at  $33\frac{1}{3}$  per cent discount in small quantities: 25 sets and up, 40 per cent. Safety Clothes Line Pulley, Inc., 381 Main St., New Rochelle, N. Y.

## Catalog on Screws Bolts and Nuts

The 1936 catalog of the Pheoll Mfg. Co., 5700 Roosevelt Road, Chicago, Ill., contains the latest price lists, American standard dimensional data, weight tables and other information on screws, bolts and nuts. The special products illustrated are a few of the many manufactured by the company and are presented to show the wide variation in head, shoulder and collar formation and the application of secondary operations such as forming, pressing, trimming, slotting, pointing, drilling, knurling, etc. The catalog is arranged with a thumb index.

## Clock Displays Of Warren Telechron Co.

Colorful metal display stands have been designed for dealers to feature in their windows or on counters the clock models of the Warren Telechron Co., Ashland, Mass. The stand for the alarms, "Deputy" and "Aladdin," is available free with the purchase of six of these models. The stand for "Kitchenguide" or "Consort" is free with purchase of six of these kitchen or bathroom models. Each stand has a rack for holding free circulars prepared especially for the dis-



play. Alarm stand, 12 x 18 in., has an orange background, with white letters and black outlines. The background of the kitchen clock stand, 12 x 12½ in., is black with orange letters and white outlines.



**Here's A Line  
You Can Push  
To FARE YE WELL!**

## Peerless Folding Furniture

The demand for folding furniture—consisting of both the plain type for camping and general use and the fancy colored variety for homes, hotels, beaches, boats, etc.—is enormous! And one sale leads to another!! It will pay you to push the Peerless line of straight and rocker chairs, recliners, stools, cots, tables, beach backs, etc.—the standard for years. If you have not been selling this folding furniture, look into this for 1936 sales. *Just write us that you're interested.*

### Here's a New Item in the Low Price Range

*Among our new items for the new year, we offer two unique chairs.*

The No. 95 Chair is light, yet strong, with a durable reinforced seat. For added comfort, the front is 16 in. high while the back is only 13 in. Size of chair, 24 in. wide over all, 30 in. high, seat 16x16 in. Strong rockers riveted on the front legs, and attached to the rear legs in such a way that they are easily and quickly disconnected for folding into a bundle, 35x7x24 1/4 in. *Let us send you an assortment in multiples of six!*



No. 95 Rocker

The No. 90 Chair is the same in every detail as the No. 95 except that it is a straight chair. Folds to 32x5x24 in.



No. 85

Introduces our Juvenile Furniture, Hammocks, the new and sensational "Fish-N-Float" for sportsmen, etc. *Send for free copy! Write Dept. K-16.*

*Samples of these items will be sent, to be returned or kept as part of order*

—and the Old Reliable

## TUCKER'WAY!

Of course, don't overlook our all-wood folding chair which won't tilt, and folds flat. This chair will withstand hardest treatment. Opens and closes easily, with foot. In natural finish, or variety of colors; regular or juvenile size. Sell these highly salable chairs.

### New Catalog Ready!

Our 1936 Catalog illustrates in six colors some of the most important numbers of the Peerless line. It also features our Juvenile Furniture, Hammocks, the new and sensational "Fish-N-Float" for sportsmen, etc. *Send for free copy! Write Dept. K-16.*

**TUCKER DUCK  
& RUBBER CO.**

Dept. K-16

Fort Smith, Arkansas

## NORTON ABRASIVES SCYTHESTONES



**WORLD  
FAMOUS  
NEW PACKING**

In 1936 give your customers a real choice.

No one abrasive can produce all the edges demanded by different mowing jobs. At least two kinds of grit are an absolute necessity.

Items: 12 Brands — 16 shapes and sizes.

Prices: From 10c. to 35c.

Grits: 2 Electric Furnace —

NORTON ALUNDUM (Aluminum Oxide)

NORTON CRYSTOLON (Silicon Carbide)

2 Natural Grits —

New England Quarried Stone.  
Grindstone grit.

Displays: Alundum, Crystolon Black Diamond and Indian Pond are packed one dozen each in bright new counter cartons.

Send for illustrated folder  
describing these Scythestones

**BEHR-MANNING**  
(DIVISION OF NORTON COMPANY)  
TROY, N. Y.

BEHR-MANNING • Troy, N. Y.

Please send descriptive folder on the 1936 Scythestone line.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ HAA1166

# Gone Forever

(Continued from page 31)

six states are: Arizona, California, Illinois, Missouri, South Dakota, and Washington.

Recently, at a luncheon in New York City of the Tax Policy League, the experts participating were unanimous in agreeing that when a so-called "emergency" sales impost is once made law there is a tendency to prolong it unduly and even to make it permanent. The New York City sales levy was cited as an example. Scheduled to end last December, the city's non-political administration showed no hesitancy in extending the tax. The city fathers found it "expedient" to continue "an easy source of revenue."

Unbiased evidence, just made available in a book entitled "The Sales Tax in the American States," shows that approximately 32 per cent of the hardware merchants operating in the sales-tax states have reported a loss of trade as a direct result of the tax.

Financed by the Rockefeller Foundation, this book is based on thousands of interviews obtained at first hand by a group of experts from Columbia University. Typical findings, selected because they refer specifically to hardware retailers, are as shown in Table 1.

Chief reasons for loss of customers given by those reporting from all lines of business are tabulated in the order in which they were most frequently mentioned:

1. Customers' resentment.
2. Low dollar value of merchandise. The sale price is so small that addition of a tax drives customers away.

3. High dollar value of merchandise. The sale price is so large that addition of the tax constitutes a sizable amount.

4. Well-known and customary prices. Prices have been so well advertised that an increase to compensate for the tax is immediately noticed.

5. Severe competition.

6. Other reasons.

Four classes of competition were cited as having benefited by the loss in trade incurred in the sales-tax states: (1) Mail Order houses, (2) Other out-of-state companies, (3) Competitors who absorbed the tax, (4) Other competitors. On this phase, the hardware dealers reported as shown in Table 2.

With the exception of grocers, druggists, and dealers in automobiles and radios, hardware merchants showed a greater percentage of their number who lost business than any other class of merchant. In Detroit, for example, 28 per cent of the hardware men interviewed reported a loss; but only 12 per cent of the shoe retailers, 13 per cent of the merchants of women's apparel, 13 per cent of the book dealers, 14 per cent of the dealers in ready-made clothing, 17 per cent of the department store merchants, 19 per cent of the dealers in men's furnishings.

The conclusion to be drawn from these impartial findings is obvious. A state sales tax is a serious detriment to business improve-



## THE PERFECT STRAIGHT-LINE NETTING

You can reduce inventory, speed up turnover, increase profits, by concentrating on these trade-marked poultry nettings from one dependable source.

U. S. STRAITLOK Netting—the original straight-line fabric—is first choice everywhere for building poultry runs. It stretches perfectly to wood or steel posts; requires no top-rail, no baseboard; saves time, labor and expense.

Made of Copper-bearing Steel Wire in one and two-inch mesh, Galvanized Before or After Weaving. Heights 12 to 72 inches.



## THE PERFECT HEXAGON-MESH NETTING

U. S. HEXLOK Poultry Netting creates entirely new standards for hexagon-mesh fabric. More uniform, more rigid, neater in appearance, superior in service, this improved netting is easier to handle and sell.

It is available in all popular standard widths and weights, Galvanized Before or After Weaving; heights 12 to 72 inches. The one-inch mesh is made in three weights: No. 18, 19 and 20 gauge; the two-inch mesh in No. 16, 19 and 20 gauge; the one and one-half inch mesh, in No. 16 gauge. All wires are Copper-bearing Steel.

Ask your Jobber or write us for further information!

**INDIANA STEEL & WIRE CO.**  
MUNCIE, INDIANA

Location	Number Interviewed	Number Who Lost Sales	Percentage Who Lost
Chicago, Ill. ....	244	89	36.4
Detroit, Mich. ....	102	28	27.6
Monroe, Mich. ....	3	3	100.0
Rock Island & Moline, Ill. ....	3	3	100.0

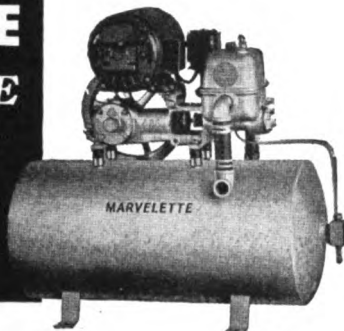
TABLE 1

Location	Number Reporting	Mail Order	Out-of-State	Competitors Who Absorbed	Other Competitors
Chicago .....	89	2	1	54	28
Rock Island & Moline. . .	3		3		
Detroit .....	28	3	2	12	11
Monroe .....	3		3		

TABLE 2



# SELL THE DEPENDABLE *Deming* LINE



● Hand and power pumps of almost every type and capacity are included in the Deming line.

Every Deming Pump and Water System is made **RIGHT** and **priced right**. Everything you need to make real profits in pumps and water systems is right here in the popular Deming line.

Write for Deming Dealer Plan.

## THE DEMING COMPANY

905 BROADWAY • • SALEM, OHIO  
PUMP MANUFACTURERS SINCE 1880



## Help Yourself

to greater profits through more repeat sales. HOLTITE Products never disappoint — never let the user down — never make the dealer lose a customer's confidence. You can sell this profitable line of assembly units with every assurance of customer satisfaction — every assurance that no finer products are manufactured — every assurance of full support by this old established company in your endorsement of its products. Stock the complete line of HOLTITE Products for steady, profitable turnover.

Sold through Hardware Jobbers

## CONTINENTAL SCREW CO.

SOUTHERN BRANCH  
1421 Fort Street  
Chattanooga, Tenn.

Office & Factory  
NEW BEDFORD  
Massachusetts

WESTERN BRANCH  
6529 Russell Street  
Detroit, Michigan

# "MEET MY SILENT SALESMAN"

"A CARTON  
THAT SELLS"



## NATIONAL WINDOW SCREENS and SCREEN DOORS are PACKED RIGHT!

● "The way *National Screen Doors and Window Screens* are packed is a great boost to my sales. My customers know that a manufacturer who is so fussy about the way he packs his products—even such big sturdy articles as *National Screen Doors*—is also fussy about the way he makes them. And they're absolutely right. *National Screen Doors and Window Screens* are everything the manufacturer claims them to be—sturdy, handsome and PERFECTION ITSELF in every detail."

## SEND FOR THIS CATALOG

NATIONAL SCREEN CO., Suffolk, Va.

Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators.

Name.....

Address.....

City..... State.....

New York Office: 253 Broadway  
Southern Selling Agents  
SAND & HULFISH, Baltimore



**NATIONAL SCREEN CO.**  
SUFFOLK INCORPORATED VIRGINIA

ment, particularly for hardware retailers.

What makes the sales tax especially onerous, however, is that, up to a certain point, it is extremely difficult for the average hardware dealer to pass the impost on to his customers. Incontrovertible evidence to this effect can be found in the study by the Rockefeller Foundation. For this study, 10 per cent of all the retail merchants in New York State were interviewed at the time a 1 per cent levy, since repealed, was in effect in that state. Among them were 283 hardware dealers. Approximately 38 different lines of trade were covered.

In summary form, this is the extent to which merchants in nine

of the retail trades surveyed shifted the payment of the sales tax on to their customers: (see table)

Analysis of this little table shows at once that a sales tax on merchandise of high price is easier to pass on than a levy on merchandise of low price. The survey, in fact, points out specifically that "in such businesses as confectionery, drug, dry goods, five-and-ten-cent, grocery, hardware, and stationery stores, where a substantial part of the merchandise retails at prices under one dollar, an increase of only one cent is much more noticeable to regular customers than is an increase of a few cents on a higher-priced commodity less frequently sold."

In the light of this evidence, a

sales tax as far as the hardware man is concerned means a virtual cut in his profits. If the hardware dealer cannot risk passing on the tax, either because of competition or because of the possible resentment of customers, then he must shoulder the burden himself.

The imposition of sales taxes by the separate states, moreover, results in complications not inherent in other types of taxation.

### Business Lost to Nearby State

A sales levy in a state located next to one where there is no such tax is a case in point. Hardware merchants operating in sales-tax states have already seen thousands of dollars in business go to the merchants stationed in the adjoining commonwealths. Hardware men located in Omaha and other border cities in Nebraska, which has no sales tax, recently reported that business for them has been far better than the general improvement throughout the country seems to warrant. They ascribed this to the fact that there are sales levies in five of the six adjoining states. Conversely, merchants in Council Bluffs, Iowa, which is across the river from Omaha, reported the poorest business they have had, simply because trade has been driven by the tax to the city across the border.

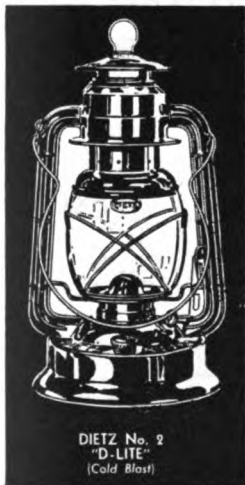
Another example: Because a state tax cannot be levied on goods passing in interstate commerce, customers in sales-tax states may order merchandise tax-free from mail order houses in distant cities. The mere fact that the mail order houses last year and the year before reported a sharp increase in volume over 1933, despite the depression, is further proof that retailers are losing business because of sales taxes.

It is true that a state which usually does not adopt a sales impost must usually impose some other burden, like a higher income tax or a real property tax, in order to obtain added revenue. But in the latter instances, the tax burden is distributed over a larger number of backs in different classes; whereas, in the case of a sales tax, the effect in actual practice is that

Business	Total Number Reporting	Number Shifting	Per Cent Shifting	Per Cent Not Shifting
Hardware .....	283	83	29	71
Drugs .....	665	77	12	88
Confectionery .....	375	9	2	98
Delicatessens .....	24	2	8	92
Stationery .....	536	25	5	95
Automobiles .....	125	108	86	14
Coal and ice .....	128	83	65	35
Lumber .....	88	53	60	40
Gas stations .....	62	34	55	45



## DIETZ LANTERNS NO. 1 FOR SALES



### What You Assure Your Customer When You Sell A DIETZ LANTERN

1. Highest Lighting Power to be had in a Kerosene Lantern.
2. Storm-proof dependability—tested in the wildest storms of every country on the globe.

### What You Assure Yourself When You Sell A DIETZ LANTERN

1. Saved selling time through handling merchandise of known reputation—universally popular—always salable.
2. Satisfaction in a sale that's always money's worth—sure to please—and profitable.

**R. E. DIETZ COMPANY - NEW YORK**

MAKERS OF LANTERNS FOR THE WORLD. FOUNDED 1840  
Output Distributed Through The Jobbing Trade Exclusively. We Do Not Sell Chain Stores, Catalog Houses, or Syndicate Buyers.

VALUE  
that  
CLICKS



\$3.95

AT RETAIL

The more comparisons you make the better you will like this scale . . . the same is true of your customers. Sold by leading jobbers.

THE BREARLEY CO.  
ROCKFORD, ILL.  
In New York, Loeb-Stern, Inc.  
19 W. 23rd St.

"Correct in Every Weigh"

COUNSELOR  
*Bath Room Scales*

PREMAX  SPRINKLERS  
GUARANTEED A LIFETIME!

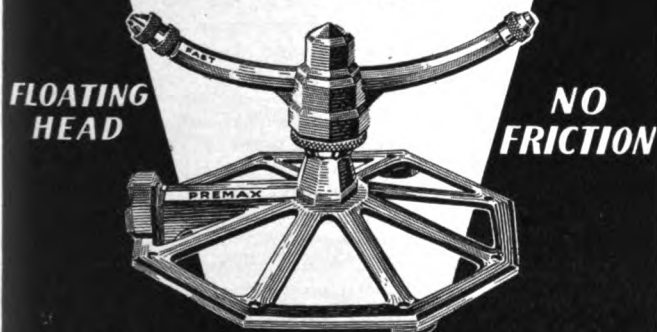
### EXCLUSIVE SALES FEATURES

*Make Volume Business—Profits—and  
Customer Satisfaction*

First—the Premax Floating Head Sprinkler was designed to meet the specifications of the home owner, who wanted simple speed adjustment, operation on any water pressure, absence of rocking or digging, suitable for large or small areas, and a lifetime of wear.

PREMAX gives him a guarantee that this is *one* sprinkler that just won't wear out. It meets his needs—and that means ready sales everywhere.

Get Bulletin HS-36 and prices.  
Your Jobber can supply you.



PREMAX SALES DIVISION, Chisholm-Ryder Co., Inc., Niagara Falls, N.Y.

## LET THIS "SUPER-SALESMAN" ADD TO YOUR STORE PROFITS

AS HEADQUARTERS for garden tools, you should make vegetable and flower seeds a big item in your spring and summer sales. And here's the easy way to make them pay worth-while profits. . . . *Send for the new Ferry display, or, if you already have yours, put it to work to the limit.*

This modern merchandiser doesn't cost you a penny. It comes with your Ferry order. It deserves a prominent spot in your store. The display does the selling. And, because of its beautiful and unusual design, it sells *more* seeds *more* quickly than ever before. Thousands of dealers last year found this new Ferry display an extra gold mine in their stores.

But that isn't all. This year your Ferry Seed sales are backed by the largest national advertising campaign we've used for many years. Garden fans will be on the lookout for the Ferry display. Make sure they find it in YOUR STORE! Make your store SEED HEADQUARTERS.

The Ferry display gives you a complete line of purebred vegetable and flower seeds in packets and cartons. We are also equipped to serve you with seeds in bulk. Write for detailed information today. Ferry-Morse Seed Co., Detroit, Michigan, or San Francisco, California.



FERRY-MORSE SEED CO.

They're  
**Uniform**

*That's Why Fowler & Union Brands  
Have Been the Blacksmith's Favorite  
for Over 50 Years!*



- 1. Hardness** Uniform from head to point, do not buckle in hard feet, drive where you want them to go.
- 2. Shape** Clean, accurately centered hold-fast head; perfect-taper blade, entirely free from "waves." Sharp, reinforced point.
- 3. Quality** Made on our own precision machines, so accurate that every nail in the box is exactly the same.

Three Quality Brands

NORTHWESTERN-CROWN-UNION

*Cold-Rolled*  
**HORSE NAILS**

Order from Your Jobber

*The  
Pioneer*

**FOWLER & UNION HORSE NAIL CO.**  
1000 MILITARY ROAD, BUFFALO, N. Y.

The QUALITY group  
**Bassick**  
 HOUSEHOLD CASTERS  
 RUBBER CUSHION SLIDES



**Profit Makers for  
 Hardware Dealers**



A sales producing display ("8x12") with samples mounted on removable wooden plugs.

This display available to dealers purchasing the quality group. Write for complete information on how it can be obtained. It is the most practical caster sales aid ever developed.

**THE BASSICK COMPANY**  
 Bridgeport, Connecticut

Canadian Factory:  
 STEWART-WARNER-ALEMITE CORP.  
 OF CANADA, LTD., BELLEVILLE, ONTARIO

the retailer is made to be the chief sufferer.

Proponents of sales taxes in this country say that "a sales tax is ideal because it affords justice to industries heretofore singled out for discriminatory and burdensome levies on their particular products." This statement is inconsistent on the face of it. When retail sales are taxed, isn't this (by the same token) discriminatory against retailing?

Because of the country's large unemployed and because of the concomitant need for immediate relief, politicians have seized upon the sales tax as a quick means of raising huge revenues. Their success in securing virtually unobstructed enactment of necessary legislation for the purpose is due almost entirely to the fact that the retail trades are less organized than are perhaps any other class of industry or profession in the United States.

At the present moment, there are 24 states in which there are no sales taxes. Unquestionably, while the jobless still number into the millions, efforts will be made to secure sales taxes in these remaining commonwealths. In the eight states in which the legislatures are now in session, not to speak of special sessions scheduled in a number of the other states, sales tax proposals have already been presented. And in the case of the special sessions, these are to be called in practically every instance because of the pressing need of raising money.

### Begin to Combat Tax Bills

Hardware merchants are warned, therefore, to begin *now* their preparations to combat these bills. Following is a summary of what can be done in preparation:

1. Stir up every hardware dealer, and every other merchant as well, to the danger of an impending sales tax so that a solid opposition may be created.

2. Organize effective cooperation between the small rural merchant and the large city dealer, between the independent and the chain. The rural dealer and the independent represent numbers and so can command the attention of politicians. The big city dealer

and the chain can usually supply the funds necessary in combating a legislative proposal.

3. Line up organized labor in your behalf. It is significant that, of the 10 states where organized labor actively took a hand in fighting a proposed sales impost, in only four was the tax passed.

4. Contact the politicians and keep after them. When a man announces his intention of running for office, get him to state his views. If he is inclined to favor a sales levy, work for his defeat. As for the man now in office, let him know definitely and frequently that if he votes for a sales tax, you will cut off your support in the next election.

5. Get the public on your side. This is by far the most important. Merely convince customers that a sales impost will mean they will have to pay more for their goods, and you will have no trouble in obtaining their backing.

6. Arrange for propaganda of two kinds: (1) To legislators, (2) To consumers. The moment a sales tax is presented to the legislature, flood your lawmakers with telegrams and letters of protest, prepare circulars and leaflets to be distributed to the public, call a mass meeting. Because mass meetings invariably make news, this will insure you publicity in the press.

7. Write letters to the editors of your daily papers. The more such letters they get, the more they will be inclined to advance your cause.

### Color Indexing For Jenkins Valves

This type of valve wheel is molded of colored plastic materials. It was developed by Jenkins Bros., 80 White St., New York City, for special use on their valves to make it possible to designate valves for steam, water, air or any other fluids and gases by distinctive colors. Five standard colors—blue, red, black, green and gray—are offered, unmarked and with five standard service markings molded in relief. Wheels can be made up of special color or with special markings. This makes the wheel adaptable to use on valve equipped apparatus and is also well suited to plumbing and heating installations. The manufacturer states that the Jenkins colored wheels are strong, cool to the touch, easy to grasp, sanitary, permanent in color, and pleasing in appearance.





Nationally  
Advertised

## PRICE!

A good roller skate—must be right on design and construction. Good steel—tempered for wear—correct assembly by expert workmen—and a proven record for service. These are factors which establish a fair resale price.

### CHICAGO SCOUT FLYING Roller Skates

Low prices can only mean cheap merchandise and eventually—failure. We have seen many firms come and go, but "Chicago" Roller Skates are still the best. Dealers can sell "Chicago's"—build repeat business—establish confidence in their trade and profit by our protected policy. Write for details of Complete Line. Get our price range and sales policy.

No. 75



#### CHICAGO ROLLER SKATE CO.

Roller Skates With Records for Over 33 Years  
4456 W. Lake Street : : CHICAGO, ILL.



#### MAILMASTER

Sturdy and attractive. Door hinged at top (always closed). A 75¢ mail box that can be sold profitably for 65¢ or less.

Ask your jobber.

## MILLIONS of HOMES NEED THE NEW MAILMASTER

The millions of out-moded and disreputable mail boxes in use today that should be replaced, plus the new houses being constructed, make the demand for new mail boxes greater than ever before—not only for low-priced boxes for modest homes, but also for better mail boxes like our TUDOR MAILTAINER which will harmonize with the richest surroundings.

Display the Fulton Line of Mail Boxes and make this one of your major items—a splendid source of profit.

Write us for catalog showing complete line of mail boxes.

### PATENT NOVELTY COMPANY

305 Eighth Avenue

Fulton, Illinois

POLLY PRIM DUST PANS

POLLY PRIM RECIPE CABINETS

RUST-RESISTING MAIL BOXES

POLLYANNA DUST PANS

JUMBO FIRE SHOVELS

FULTON CRUMB SETS

FULTON DOCUMENT BOXES

BLUE-BIRD INDOOR CLOTHES LINE

## A NEW PROFIT MAKER FOR HARDWARE DEALERS

Here's the tool that is nationally advertised with more than two million monthly circulation back of it. In its fourth successful year. The demand is growing everywhere. A demonstration sells it.



#### Quicker, Better Jobs

The Handee does away with slow hand work. Grinds, routs, drills, carves, saws, sharpens, cuts, polishes, engraves. Uses 200 different accessories. For use at home, in shop or take to job. Weighs 1 pound. 13,000 r.p.m. 110 volts AC or D.C. Sells for \$10.75 and up. (3 Accessories Free).



Plug in Any  
Light Socket

### NEW DeLuxe MODEL!

#### Revolutionary Performance

For constant service. Nothing else like this easy-to-handle production tool for saving time and labor. Fastest, smoothest, most powerful tool for its type and weight (12 oz.). 6" long, 1 1/4" diameter. 25,000 r.p.m. Sells for \$18.50. (6 Accessories Free.)

DEALERS—Write for discounts and our special offer to place in your hands a Demonstrator Outfit.

#### CHICAGO WHEEL & MFG. CO.

1102 W. Monroe Street  
CHICAGO, ILLINOIS

SEND FOR  
Free BOOKLET

All Wright Wire products are made from copper bearing steel. These quality products give greater satisfaction, but cost no more.

### G. F. Wright Steel & Wire Co.

Worcester, Mass.

POULTRY NETTING—  
WIRE CLOTH—CHAIN  
LINK FENCES AND  
GATES—WIRE  
CLOTHES LINES—  
WIRE LATH

**SUPERIOR**  
BRAND

**SEE THE RIBBON TEST**



**GIANT 16" OSCILLATOR**      **NEW QUIET BLADES**

**VICTOR**  
*No-draft* **FANS**

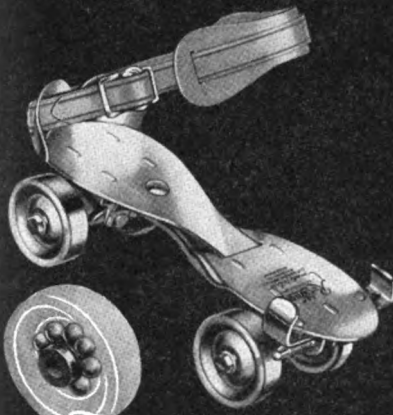


**FREE!**  
**NEW 1936 CATALOG**  
Send for your copy TODAY!

Victor Electric Products, Inc.  
770 Reading Road, Cincinnati, O.

**ASK YOUR JOBBER**

**Rollfast**  
**ROLLER SKATES**



**The big steel balls make them sturdier . . .**

D. P. HARRIS HDW. & MFG. CO., INC.  
D. P. HARRIS BLDG., NEW YORK, N. Y.

## Picture Framing

(Continued from page 27)

Accordingly, Mr. Muroff took some instructions in framing. He built a large flat table in the back of his store and covered it with canvas. He purchased a fine stationary motor drill and a chopper, and set up a small vise. He then laid in a couple hundred dollars worth of molding and picture glass. He was now ready for business.

The chopper is a keen edged device that cuts the molding at an exact 45 degree angle without pulling any splinters that will mar the finish or the fibre of the wood. It is a necessary tool for making a clean, perfect joint quickly. The drill is used to make holes for the wire brads, to prevent any splitting of the fine molding. Brads and glue hold the joints together. A varied stock of molding is necessary in order to cater to the various tastes of the customers.

A little advertising and a window display started the business moving. Everything from large oil paintings to barber price schedules were brought in, and Mr. Muroff found no more leisure time. He bought reproductions of several classical paintings, arranged them in attractive frames and offered them for sale. Such

items helped stimulate business and made wonderful displays. Mounted photographs of movie stars and other more local celebrities likewise formed attractive ads.

To display the various types of molding in stock, Mr. Muroff built a triangular post about three feet high. On the three sides of this post he hung samples of the more popular types of picture molding. Each sample comprises two six-inch strips joined at right angles. These are suspended at the joint and can be easily removed to hold against a picture for comparative purposes. This gives the customers an easy means of selecting the molding best suited to their tastes.

The business of picture framing grew as the excellent workmanship of Mr. Muroff became better known. Not only has he attracted much of the normal public's business, but he reaches the regular trade of the town's business shops. Display signs, price schedules, professional notices and awards are all brought to this hardware store for framing.

And does the business pay? Well, at the present time, Mr. Muroff carries an inventory of over \$500, purely for the framing business.

## How to Use Secondary Sources For Light

(Continued from page 29)

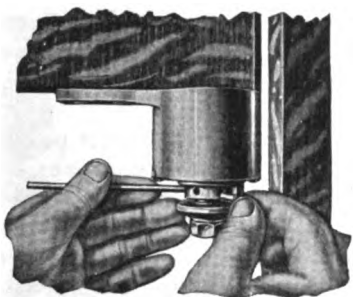
White and light tints mean maximum light reflection. They mean that you will get both more and better distributed day and artificial light. Harsh contrasts and glare will also be avoided. Both fully indirect and semi-indirect illumination are especially dependent upon the reflection values of surrounding surfaces to attain the greatest efficiency. Ceilings are the principal reflectors, and should therefore be given first consideration. Flat or semi-flat white paints are recommended for all ceilings, and are the best

means of obtaining brilliant, but soft and evenly diffused light over all counters and displays—both high and low. Only in this way can merchandise appear its best.

Local lighting units are generally desirable to illuminate special displays sufficiently to set merchandise off to good advantage. The recommended foot-candles of light depends upon the nature and color of the goods on display. Darker items require more brilliant illumination, and it is sometimes desirable to diffuse the light from local sources.

## CHICAGO SPRING HINGES

### New "Sagless" Spring Pivot-Hinge



Type 4007

#### Exterior Tension Adjustment

An improved hinge for the gates in modern buildings and for replacing obsolete equipment in buildings to be made modern.

The exterior tension adjustment permits regulating the spring power, after the gate has been hung, to suit different sizes and weights of gates or individual preferences.

**Chicago Spring Hinge Company.**

CHICAGO NEW YORK  
U. S. A.



Order from your jobber today  
... display this selling display  
carton and make MORE Blac-Link  
Profits!

Carries Underwriters' Label

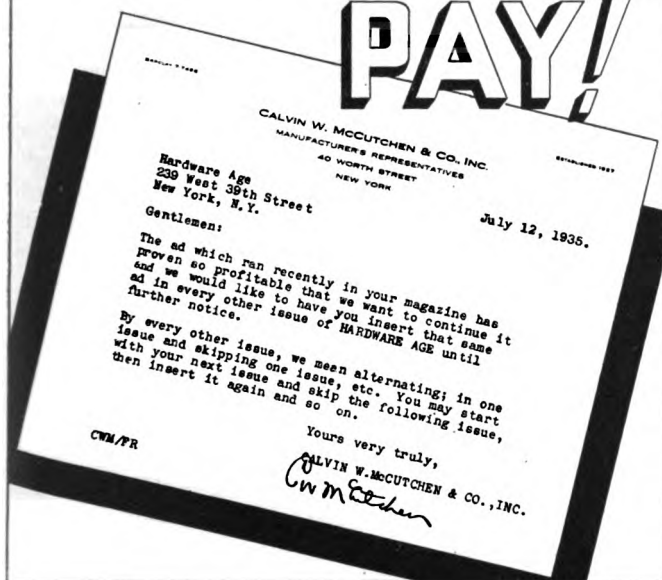
THE CHASE-SHAWMUT CO.  
NEWBURYPORT - MASS.



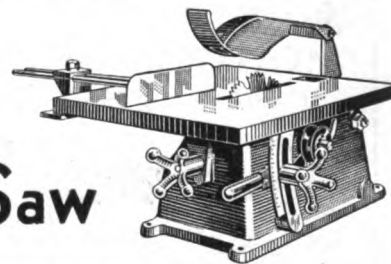
FUSE SPECIALISTS SINCE 1893

## RESULTS COUNT

*Classified ads in  
Hardware Age*  
**PAY!**



## 6 Inch Bench Saw



A bench saw liberally priced, which the home craftsman may well be proud of ... the mechanism and smooth operation are revelations. An ideal size for the home workshop ... operates with a precision that is amazing. Table is tilted 45 degrees by an instant adjustment. 6-inch blade, with cutting capacity of 1 1/4 inches, is raised or lowered, and held in position on saw arbor by clamping hand wheel. Saw guard with splitter, regular equipment. Combination fence and mitre gauge fully adjustable and a time saver. Finish gray enamel. Many other fine features.

Order from your jobber

RETAILS FOR

**\$10**

West of Rockies  
and Canada \$11.00

**ARCADE BENCH SAW**

ARCADE MFG. CO., FREEPORT, ILL.

## Power Tools Kirch's Best Line

(Continued from page 33)



**J**T pays to handle a quick selling item like this popular Red Devil Sandpaper Holder. It is counter displayed— attracts attention because universally needed—sells fast at 25c.

25c

**Red Devil**

**GLASS CUTTERS  
& SAND PAPER  
HOLDERS**

**STEADY  
PROFIT  
ITEMS**

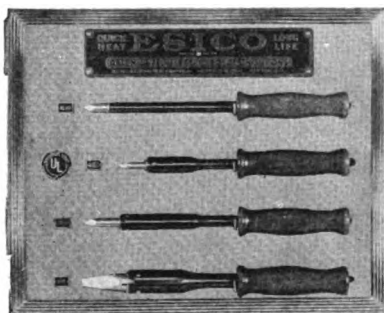


024

**M** A K E sure your customer gets a superior glass cutter. Red Devil 024 is best for amateurs and preferred by experts.

LONDON P. SMITH, Inc.  
IRVINGTON, N. J., U. S. A.

**NOW THERE'S REAL  
MONEY IN IRONS,  
thanks to ESICO**



**THE ONLY ELECTRIC SOLDERING  
IRON LINE**, properly merchandised that guarantees a profit. The handsome, chromium trimmed display panel—supplied free—featuring four quality Esico irons—will be your most active salesman.

A national advertising campaign, stimulating consumer interest—proper display material—territorial protection and standard prices throughout the country, plus a quality item—make it really worthwhile to push Esico, the iron that is easy to sell. Complete information furnished upon request.

ELECTRIC SOLDERING IRON CO., Inc.  
342 West 14th Street, New York, N. Y.

**ESICO**

stocked and in additional several smaller machines and a well-rounded assortment stock of accessories are also carried.

In getting out-of-town business the store has found that a complete stock is a decided asset. Mr. Kirch says, "You can't sell it if you don't have it," and he makes it a point to see that the store always has an adequate stock of power tools and accessories. He declared that it is practically impossible to anticipate the demand, and on this account a stock large enough to cope with unexpected emergencies is carried. As evidence of how difficult it is to attempt to judge the demand in advance Mr. Kirch said that there had been times when the store had not sold a flexible shaft unit for two months, then all at once two such units were sold in a single day.

The store was surprised to find that business in accessories now accounts for approximately one-fifth of the total volume in the line, and this percentage is steadily increasing as additional selling effort is made. Demonstrations of the new accessories are just as effective as they are with the ma-

chines, and the latest attachments and supplies are shown in use at every opportunity. The markup obtainable of accessories is also said to be greater than on most other merchandise carried by the store.

While most power tool customers purchase one tool at a time, the store has sold several fairly complete motorized shops for sums ranging from two to three hundred dollars. In some cases, despite the store's protest, customers who are just starting to equip a homeworkshop will insist on buying the smallest and least expensive tool available in the type desired. The store makes every effort to convince such customers that the small inexpensive tools are not capable of producing the type or size of work that is often expected of them, but this advice, in some cases, is unheeded with the result that the customer usually returns within a few days for a larger and better tool. In instances of this kind the store takes the small tool back at an allowance which is mutually satisfactory, and this allowance is deducted from the price of the larger tool.

## More Electric Pumps

(Continued from page 39)

out of the store in the morning and back in at night. But the demonstration pump outside eventually became a nuisance. Mischievous boys would open the faucet just to see it run, and leave it that way to make grand circulation for the water in the tub. Once an old man took his collapsible tin cup from his pockets and expected to get a cooling drink. What he got was a swig of stale water that caused him to report unfavorably in the store. So the demonstrator was discontinued and more modern ones were shown on the floor. That is really sufficient, says Woker, since so many of the electric pumps are about the territory. New prospects are advised to talk with old customers for pump in-

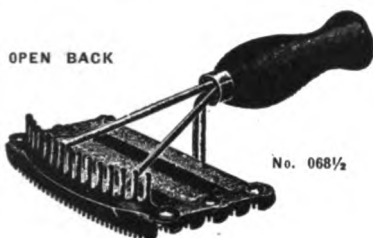
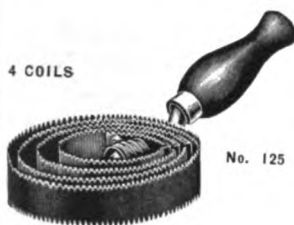
formation and it actually becomes a case of satisfied users making the sales, Woker says.

"There is one question that prospects invariably ask," he said. "They want to know, first, how long a pump will last. We tell them we don't know; that the first one we ever sold is still going, and that very little expense on it has been necessary. We state where that pump is, and suggest that the prospect go out and see it. Or we name the electric pump user closest to his home. We know that the owner of a quality outfit will have only words of praise for it. The chances are, though, that the prospect has already been going the rounds getting first hand information from users, and so is only



# KOHLER QUALITY CURRY COMBS

## THE POPULAR 1936 LINE



WE ALSO  
MANUFACTURE:

PRUNING SHEARS  
GRASS SHEARS  
GARDEN SPADES  
SCREEN  
HARDWARE  
HOSE REELS  
FOLDING CHAIRS  
AND NUMEROUS  
OTHER SPRING  
AND SUMMER  
ITEMS.

SEND FOR CATA-  
LOG AND FULL  
DETAILS.

THE C-K-R CO., 1836 Euclid Ave., Cleveland, O.



This is the original sanitary metal scouring device and is accepted as a standard by which all imitations are compared. Now advertised to over 16 million families each month. Leading dealers everywhere are displaying this fast-selling household item.



METAL SPONGE SALES CORP., Philadelphia

Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good ones?

Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of **HARDWARE AGE**. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.

## NO MORE "GYP" FLINT

(AS FAR AS WE ARE CONCERNED)

Effective January First, 1936, we have discontinued the manufacture of Flint Sandpaper in the 8 3/4" x 10 1/2" size.

On and after that date we offer only our First-Quality JEWEL Brand, full 9" x 11" size, made from first-quality materials and packed either in the waste-saving Jewel carton or the time-saving Jewel shelf dispensing box.

A Genuine Jewel Abrasive  
BEST OF THE BETTER BRANDS

And—best of all—Genuine First-Quality JEWEL Sandpaper will cost you no more than the "scalped" size!



## ABRASIVE PRODUCTS, INC.

Manufacturers of Coated Abrasives for Wood, Metal, and Leather Working  
SOUTH BRAINTREE, MASS., U.S.A.

NEW

General descriptive catalog, now on the press, lists many improved time and money-saving abrasives. Shall we reserve your copy.

Just mail the coupon—Pin it to your letterhead if you prefer.

Abrasive Products, Inc.  
South Braintree, Mass.

Reserve my copy of your new catalog (H.A.4)

NAME .....



FIG. 31 MENDER

## SHERMAN

Long-Grip

Couplings and Menders

Both types shown are made of heavy wrought brass with cadmium plated steel fingers that grip and hold securely. Sizes:  $\frac{1}{2}$ ",  $\frac{5}{8}$ " and  $\frac{3}{4}$ ".

Write for literature and samples  
SOLD THROUGH JOBBERS

**H. B. SHERMAN MFG. CO.**

Battle Creek

Michigan

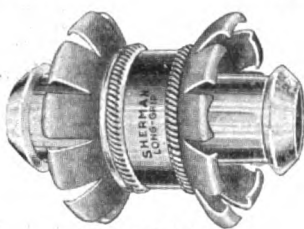


FIG. 30 COUPLING

## EVANSVILLE

GOOD SERVICE TOOLS

**EVANSVILLE "X-PERT"**  
**ALLOY-STEEL AXES**



MADE IN ALL POPULAR  
PATTERNS AND SIZES

**ASK YOUR JOBBER**

**THE EVANSVILLE TOOL WORKS, Inc.**  
EVANSVILLE, IND.

making some sales resistance on general principles."

But much of the time the customer would take the smaller of two sizes being shown if he were not talked into accepting the larger one instead with its better advantages for only a slightly higher price. It is pointed out that while the smaller one handles 275 gallons an hour, the larger one throws 400 gallons, a difference to consider if much water is to be used for livestock consumption,

irrigation purposes, or any other large usage.

There are the cheaper pumps always coming along in competition, but Woker finds that first of all the Turnock Hardware store customers seek quality, so quality is talked up all of the time. "But one must know every detail of electric pump mechanism, else something may be left unmentioned, and the mail order house may get the sale on the price argument alone," Woker asserted.

## The Adams Family

(Continued from page 80)

warned them against the danger of side issues. He said what they needed was concentration. Then he added: "If I had concentrated I might have been a rich man today. But instead of devoting all of my time and attention to poker playing, I went into the hardware business and trying to run this hardware business always diverted my mind from poker playing."

This article about the West should be especially interesting at this time, as a number of very interesting Western stories have been written recently. One of them that goes into great detail about the old days is called "Honey in the Horn." That is an odd name. It was taken from an oldtime Western dancing song. Another Western book that takes us back to the buffalo hunting, Indian fighting days of 1840, is the "Autobiography of Kit Carson," just published by R. R. Donnelley & Sons Company, Chicago. One page in this book in Kit Carson's handwriting, reproduced by photography, is especially interesting. It is the story of a fight Kit Carson had with a bully in their trapping camp. This bully had passed out the word to all and sundry that he could lick anybody in the neighborhood. The bully was sitting on his horse with his rifle across the pommel. Kit Carson, who was on foot, inquired if what he had to say applied to him, too. The bully allowed it did. So Kit turned to a man standing nearby, borrowed his

Colt pistol, jumped on his horse and rode up to the bully so close that the horses' heads touched. Said Kit to the bully: "If you lift that rifle you are a dead man." The bully fired point blank from his hip. Kit Carson's hat spun around on his head. Simultaneously Kit's pistol barked, and the bully's right hand dropped. His arm had been broken. Bystanders said that the two men fired so close together that they only heard one report.

Carson is described as a medium-sized man, with broad shoulders and a deep chest. He had sandy hair and blue eyes. It is a curious fact that most of the dangerous men in the old Wild West days were of this type. Billy the Kid also had blond hair and blue eyes.

In 1936 the state of Texas will celebrate its Centennial. A good book about Texas is "The Raven," the life story of Sam Houston. Don't fail to read it.

I can't finish these references to the old wild West without telling one of the favorite stories of a sister of mine who married a mining man. She went with him one time to visit one of his mines in Montana. They stopped at a very small, primitive hotel in the camp. Bill Thatcher was the ex-bad man of the camp, and had just been elected sheriff. Bill had eleven notches in his gun. He stood six feet four inches in his stocking feet. The camp decided to have a dance in the hotel that night. While my sister was in her



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## Correct Gun Protection RIGHT NOW

SHOOTING customers know the need of removing leading or metal fouling from gun bores after the shooting season. Sell them the sure, quick-working solvent to do it—

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famous for cleaning gun bores mirror bright and preventing rust. 2 oz. bottles. . . . They'll need, too—

### HOPPE'S Cleaning PATCHES

Clean canton flannel, of correct thickness, cut round and also oblong for cleaning shotguns, seven sizes. Packed in dust-proof, attractive cartons.

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does the same good job for their gun actions—abolishes friction, cleans and polishes all exposed surfaces. Specially refined, will not gum. Excellent for household, office, home workshop. 3 oz. cans.

### HOPPE'S Gun GREASE

Needed now for coating bores, and all metal parts, of guns put away till Spring. Thorough anti-rust protection indefinitely. Large 2½ oz. tubes.

Your Jobber will supply you promptly with these standard products needed by all your shooting customers. Order now.

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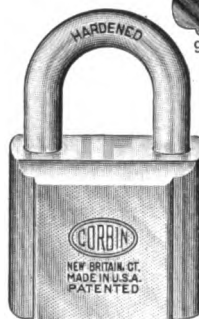
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"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of all fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. New ¼, ½ and 1 lb. pkgs., also 5 and 10 lb. containers. Ready, profitable seller.



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The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to 5 gal. cans. Write for Prices.

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**NEW**

## ITEMS DESIGNS PACKAGES

are all combined in

## ALLEN'S SUPREME LINE

## OF LAWN SPRINKLERS AND GARDEN HOSE ACCESSORIES

Sold exclusively through hardware stores. Send for free copy of Allen's big 1936 catalog showing full color illustrations and halftones of over 100 items.

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566 W. Lake Street Chicago, Illinois  
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Allen's "Parkside" is an outstanding all-purpose sprinkler.

**ASK YOUR  
JOBBER**

REAL sales representatives advertise in the "Sales Accounts Wanted" columns of the classified advertising section of **HARDWARE AGE**.

## NESCO AUTOMATIC ELECTRIC ROASTER

with Signal Light  
Temperature Control



Delicious food, full flavored and easily prepared — is the reason for the Nesco's National popularity. Here is a gift supreme for the whole family—gratifying profit possibilities for you.

Houseware Gift Counters . Write for prices and Holiday promotion suggestions in the Nesco Line.



**NATIONAL ENAMELING  
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452 N. 12th STREET . MILWAUKEE, WISCONSIN

# Cortland

Gray-Wick Wire Cloth



One of the best selling screen cloths ever produced. Popular with thousands of home owners. Cortland Gray-Wick is always

Made From  
OPEN HEARTH  
Copper-Bearing-Steel

.011 gauge wire used both ways. Has a pleasing dull galvanized finish. Electro zinc coated and enameled with a pigmented varnish — double protection against corrosion.

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From raw material to finished product. 24 to 48 in. widths, double selvage. Individual fibre cartons.

Ask your Jobber for Prices

## STEEL PRODUCTS

"NATURAL GAS now used in our furnaces produces very low sulphur steel which, together with a copper alloy, reduces corrosion."

**WICKWIRE**  
BROTHERS  
CORTLAND, N. Y.

## AT YOUR SERVICE!

**T**HE "Who Makes It" Editor will be glad to help you in your search for the name of the manufacturer of that product you are interested in.

If you do not find it or its trade name listed in the current Directory Number, in all probability it has been incorporated in the revised listings that are being prepared for the next issue of the Directory Number. Many such changes are being made daily and the listings brought up to date.

If your current Directory does not give you the information you seek, write the "Who Makes It" Editor. He's at your service!

## HARDWARE AGE

239 West 39th Street New York, N. Y.  
A.B.C. — Charter Member — A.B.P.

room getting ready for the dance, there was a gentle tap on the door. She opened it and there stood Bill. He told her that he had had a bath down at the barber shop, had had a hair cut and a shave, had put on clean clothes and was all ready for the dance except for one thing. Would my sister help him out? She said of course should would be glad to, but im-

agine her surprise when Bill said that the one thing that would just fix him up all right for the festivities *was some perfume*. So Suzie reached for her atomizer and sprayed Bill front and back with the perfume. The dance was a great success and Bill was the man of the hour—"Salaam All—balance to your corner, dos-a-dos."

## Major Effort for Major Lines

(Continued from page 42)

jobber, who would in turn establish the franchise with electrical or specializing retailers, who are, incidentally, the hardware dealers new and very dangerous competitors.

Several wholesalers I know are outstanding for their aggressiveness in the promotion and sale of these major lines. Not only have they built up a most enviable volume, but through this effort have caused the best hardware trade throughout their trading area to become much more closely associated with them, resulting not only in a very nice and profitable business on major lines, but handsome increases in the sale of regular hardware to these specializing hardware stores.

The hardware trade should real-

ize the danger of these specializing retailers, who will, without a doubt, eventually put them out of business so far as major lines are concerned. They should begin now to establish themselves as headquarters for a good popular line of stoves and ranges, washing machines, electric refrigerators, radio sets, etc. By making a connection with a distributor who controls lines, which are backed by manufacturers with merchandising ideas and dynamic selling schemes, they should set up a separate division to handle these sales, using outside commission salesmen. It is not too late to dominate their market, as after all they are known in their communities as the dealers in such merchandise.

## American System of Enterprise

(Continued from page 70)

tional system of enterprise. They have, to be sure, regimented the jobless, but that would have had to be done in any event. We cannot let our people starve, nor has anyone starved through neglect during this crisis.

They have regimented certain classes of farmers, some of whom were in distress and others of whom were deficient in self-respect. Meanwhile it has been amusing to observe how carefully they have kept hands off organized labor, probably on the assumption that their efforts would be resented—to say the least.

The great majority of business men, from the small retailers to the presidents of large industrial organizations, have continued on their

independent way, trying to keep the income a little ahead of the outgo, by the exercise of all the ingenuity and initiative they possess. In the beginning when codes were proposed as a method of distributing work among more persons, these business men did their best to cooperate. When the codes were decently interred, our typical business men shrugged their shoulders and went back to the task of trying to make a little money in the way they had learned during half a lifetime.

The same determination to make the best of it extended throughout the business and industrial establishments of the country. Because the attention of the average newspaper reader has been repeatedly





## SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

### THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS  
ANTIQUE BRONZE — ALUMINUM

## HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA

Send for the latest

## TROW & HOLDEN CATALOGUE

on

## Stone Working Tools

TROW & HOLDEN CO.

Barre, Vermont

## SURE GRIP ROPE CLAMP

*Easily Tightened . . . Easily Loosened*



The only one of its kind! A pull on the rope tightens the line . . . a pull on the handle loosens it. Sturdy, efficient, unique. Takes 4 sizes of rope, from  $\frac{1}{4}$ " to  $\frac{3}{4}$ ". In Malleable Iron Cadmium Plated or Solid Brass. Write for sample and low price.

## SURE GRIP ROPE CLAMP CO.

98 MAGAZINE ST.

NEWARK, N. J.



## HAMILTON BEACH Cleaners

ARE NATIONALLY ADVERTISED

Starting in the February issue of Good Housekeeping, Hamilton Beach cleaners will be consistently advertised in leading magazines throughout the cleaner selling season. There is a Hamilton Beach for every customer. Hand cleaner retailing for \$13.50; No. 8 Model \$34.75; No. 10 Model \$57.50; No. 10L Model \$59.50. Each model carries a liberal margin for profit. Order from your Wholesaler.

HAMILTON BEACH CO., Racine, Wis.

## WILDER'S Lion Half-Soles



### Popular Display Assortment In The No. 50 Lion Tap Cabinet

Contains 1 doz. pairs each of 10¢, 15¢, 20¢ and 25¢ grades of Lion Taps. Total 4 doz. pairs complete with nails. Gross wgt. about 15 lbs. Sold through Jobbers. Retail value \$8.40. Dealer's profit 50%.

Refills always available.

Lion Taps are also sold for display independent of cabinet, packed one dozen pairs of a grade in an attractive display carton. Prices range from 10¢ per pair to 50¢ per pair, including nails.

Give us name of your jobber and receive FREE, a sample pair of 10¢ LION TAPS.

WILDER & COMPANY Manufacturers 1038 Crosby St.  
Since 1877 Chicago, Illinois



EASY CLEANING

SWIVEL NOZZLE



Patented and  
Patents Pending

*Sure!* IT HAS A SWIVEL NOZZLE-  
*Electrically Welded Seams-5" Tank Opening*

## The new Brown OPEN-HED IS THE BEST

because it is ELECTRICALLY WELDED AND HOT GALVANIZED AFTER WELDING—it will last twice as long as the old-fashioned Sprayer because of this new processing and because the FIVE-INCH TANK OPENING permits thorough cleaning. It has a quick, double acting pump lock and swivel nozzle coupling for quick nozzle adjustment.

This machine IS SELLING—get your share of this business NOW. Any man who uses a Sprayer will want the Brown OPEN-HED the minute he sees it—and it sells for less than the best old-fashioned models.

Write for booklet and prices TO-DAY. If your Jobber cannot supply you, WRITE US for the name of our nearest Jobber.

The E. C. BROWN CO.

750 Maple St.  
Rochester, N. Y.

Makers of sprayers of all kinds from Atomiser to Wheelbarrow type

## Stock **HINDLEY** Products

### We manufacture **WIRE HARDWARE**

Bright Wire Goods  
Cotter Pins  
Eye Bolts

**HINDLEY** MFG. CO.  
Valley Falls, R. I.



**M**ECHANICS and MACHINISTS everywhere prefer "Chicago Rawhide" Hammers because their weighted heads strike powerful, true, non-marring blows. Their tough (compressed water buffalo hide) inserts hold their smooth face, are easily replaceable. Every sale makes a repeat customer. The outstanding line of "soft" hammers, mallets, mauls, all sizes. Write for circular.

Chicago Rawhide Mfg. Co.  
1285 Elston Avenue, Chicago, U. S. A.

Replaceable  
Insert Faces

**Chicago Rawhide Hammers**

## "SUNSHINE" French Process **CHAMOIS** MADE IN U. S. A.

**ASK YOUR JOBBER**

**HOYT & WORTHEN**  
TANNING CORP.  
HAVERHILL MASS.

### STEEL MORTAR HODS



No dripping onto the user's back.  
Made entirely of steel with wooden shoulder saddle and handle. Edges are heavily reinforced. The fork is pressed from heavy gauge steel.

No. 158  
Mortar

26"x12"  
x 11 1/2" deep

Write for prices.  
**The Cleveland Wire Spring Co.**  
E. 38th St. and Hamilton Ave.  
Cleveland, Ohio

### ROCHESTER ADJUSTABLE SASH BALANCES



A product of Guaranteed quality. Real profit in handling them.

Write for prices.  
**Rochester Sash Balance Co., Inc.**  
Rochester, N. Y.

**13 days—**  
before date of issue  
is the closing date  
for the classified ad-  
vertising section.

focused upon the misdeeds of this industrialist, that oil man or those bankers, he must not forget that there are thousands of men of high principle and broad humanity operating businesses, which they themselves have built from nothing by vision, grit and hard work—to make money, of course, but more especially to accomplish something in the world.

It is upon that spirit that the American system of enterprise has been reared and it is that same spirit which will see us through this crisis and others, as they come. We are an extremely active, restless and ambitious people. We are constantly on edge for new things. It is typical of our individualism that the ambition of young couples starting out in life is to build a new house rather than buy on old one. They want something which is peculiarly themselves—their idea, their plan, their own.

An invention, however awe-inspiring, is no sooner completed than a whole, astounding network of manufacturing, publicizing and distributing organizations springs up almost over night. If it is something all can use, everyone wants it and, presently, prices come down and terms are arranged so that everyone can get it.

Enterprise is the word for this system—enterprise on the part of those who think up new ideas, plans and devices to make life for all more interesting, more comfortable and more useful; enterprise on the part of those who create the manufacturing system to carry out the ideas, with their money, work and machines and enterprise on the part of the selling organizations with their genius for creating, satisfying and continuing a demand. It is in this determined spirit of the people of the nation to seek constantly and unrelentingly for better and higher standards of living that the seeds of self-perpetuation of the American system of enterprise are carried.

There is every valid reason to believe that the wheels of this great machine of ours are turning over a little faster each month. For there is a tremendous amount of lost time to be made up in all our activities. Nearly half our manufacturing plants are obsolescent and must be rebuilt; housing for two million and a half families—our five year normal growth—must be constructed; all the other things which have been wearing out, clothes, cars, household goods, must be replaced.

Here is another flood, which has been rising steadily for more than

five years, a flood of the demand of one hundred and twenty millions for all the commodities which have not been made in all that time. When it breaks loose, as it must shortly, our friend John Citizen will wonder why he ever had the faintest doubts about the invincible power of the American system of enterprise to go on adding to the wealth and happiness of the American people.

### Skillman Builders Hardware Catalog No. 4

Catalog No. 4 is an attractive handy catalog of the loose leaf type. New items have been added and all obsolete designs and materials have been discontinued. Attention is called to the Skillman line of mortise locks and miscellaneous builders' hardware. The firm is specializing in this type of goods for residential, small general construction, and repair work. Skillman Hardware Mfg. Co., Trenton, N. J.

### Niagara Machine & Tool Works Bulletin No. 72-E

Bulletin No. 72-E covers Niagara Power Squaring shears for 5/16 in. and lighter capacities. Many charts are contained and the rear pages are devoted to shear knives, Niagara Shear Clutch and Shear Clutch parts, individual motor drive and modifications and special features. There is also a capacity chart for Niagara Power Squaring Shears, Niagara Machine & Tool Works, Buffalo, N. Y.

### Marble Arms & Mfg. Co. as Consumer Catalog

Marble Arms & Manufacturing Co., Gladstone, Mich., has a pocket size catalog of sights, guns, cleaning equipment, knives, axes, waterproof match boxes and other Marble specialties, which is ready for distribution to dealers. The catalogs are prepared for distribution by Marble dealers. The firm will send upon request whatever number of catalogs can be conveniently used.

### Second Edition of Raybestos Catalog

The Manhattan Rubber Mfg. Div. of Raybestos-Manhattan Inc., Passaic, N. J., is offering a second edition of its general catalog, covering belting, hose, packing, molded goods, friction material, rubber coverings, abrasive wheels, etc. New bulletins are also available on Condor Compensated, the low-tension rubber belt, Condor Whipcord V-Belts, and Condor Whipcord Endless Transmission Belts.

## Make Bigger Profits on Kitchen Scales

### Feature the new HANSON

# SILVER CLIPPER

★ Strikingly beautiful, with silver and black dial, the SILVER CLIPPER sells on sight.

See these features:

1. Modernistic design
2. Eye appeal
3. Improved mechanism
4. Unusual accuracy
5. Reasonable price
6. Attractive profits

Ask your jobber for prices.

HANSON SCALE COMPANY (Est. 1888)  
325 N. Ada St. Chicago  
1150 Broadway New York



# WHITING ADAMS

presents

WHITING-ADAMS COMPANY

690-710 HARRISON AVENUE • BOSTON, MASSACHUSETTS



# HELP!

We're not asking for it—we're offering it! The time—February 13th. The place—Hardware Age. The purpose—bigger and better brush sales for you. The product—Gold Stripe Brushes, the Gold Standard of Brush Quality.

## PITTSBURGH

## PLATE GLASS COMPANY

BRUSH DIVISION

Baltimore, Md.

Manufacturers of Wallhide, Waterspar, Florhide, and other nationally known paint products.

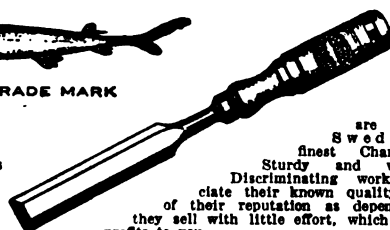
KNOWN QUALITY Means Easy Sales Satisfied Customers

## SHARK BRAND CHISELS



TRADE MARK

Beware of Imitations



are made in Sweden from finest Charcoal Steel. Sturdy and well made. Discriminating workmen appreciate their known quality. Because of their reputation as dependable tools, they sell with little effort, which means sure profits to you.

Stocked by leading jobbers, or write

SANDVIK SAW & TOOL CORPORATION  
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## Addressing and Mailing Service

Our Names and Addresses of Hardware Retailers Are Up-to-Date.

Do Not Contain Dead Names—Have No Duplications. Include All New Names.

Bring Maximum Success to Your Direct Mail Campaigns.

Our Mailing Operations Are

EFFECTIVE • ECONOMICAL • PROMPTLY EXECUTED  
Prices Reasonable. Write for Details.

HARDWARE AGE ADDRESSING DEPT.  
239 W. 39TH ST., NEW YORK, N. Y.

# RED EDGE SCREEN CLOTH

## for double protection

The red enamel edge serves as a positive, permanent identification—prevents rusting of salvage wires under the nailing strip, where moisture collects... and guards against breaking of wires along the strip. Write for sales helps.



BRANDS

Sun-Red Edge Alumina (electro-plated with zinc)  
Sun-Red Edge Black (painted)  
Sun-Red Edge Bronze

REYNOLDS WIRE CO., DIXON, ILL.



## ALWAYS NEEDED!

A List of

## WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitalizations; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS  
CREDIT DEPARTMENT  
DIRECT MAIL WORK

Price \$10.00 a Copy  
Check with Order

HARDWARE AGE VERIFIED LIST  
239 W. 39th St., NEW YORK, N. Y.

# A STEADY PROFIT MAKER

SEND FOR  
SAMPLE



Millions of satisfied customers constantly demand Rubyfluid's nationally known soldering flux, paste and Core Solder. "Cash in" on this steady profit maker by keeping an ample supply always on hand. Furnished in attractive containers and self-selling display cartons. See your Jobber.

RUBY CHEMICAL CO.  
58 McDowell St. Columbus, Ohio

# Rubyfluid

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at special rate of one cent a word, minimum 50 cents per insertion.

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Set Solid, Maximum of 50 words...\$3.00

Each additional word ..... .06

All Capitals, Maximum of 50 words... 4.00

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Allow Seven Words for Keyed Address.

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1 inch .....\$3.00

Each additional inch ..... 4.00

**Discounts for Consecutive Insertions**  
4 insertions, 10% off; 8 insertions 15% off.  
Due to the special rate, these discounts do not apply on Positions Wanted Advertisements.

### REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,  
not currency.

**HARDWARE AGE** is published every other Thursday. Classified forms close 15 days previous to date of publication.

### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspondence and replies to

### HARDWARE AGE

Classified Opportunities Dept.

239 West 39th St., New York City

## • BUSINESS OPPORTUNITIES

**WANTED TO PURCHASE:** AN ESTABLISHED hardware business located within 150 miles New York City. State full details, price and terms in your reply. Principals only. Address Box B-938, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**WANTED—JOB LOTS—SURPLUS STOCKS** of night latches—lock sets—one and three tumbler locks—knobs—cylinders—padlocks—key blanks or any merchandise suitable for resale to the hardware trade. Address Box 7570-A, care of **HARDWARE AGE**, 802 Otis Bldg., Chicago, Ill.

**WILL BUY HARDWARE STORE, PREFERABLY** in New England. Young man with hardware and plumbing supply experience desires to buy retail business with good reputation in community with drawing population of 20,000 to 50,000. All replies will be treated with strict confidence. Address Box E-1, care of **HARDWARE AGE**, 140 Federal St., Boston, Mass.

**FOR SALE—HARDWARE BUSINESS, ESTABLISHED** for over fifty years, located in western New York, one of the best towns in the State, population 9,000. Clean stock, three-story brick building and warehouse. Owners wish to retire. \$16,000 cash required, not interested in broker. Address Box B-933, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. C.

**FOR SALE—TO CLOSE AN ESTATE,** old established hardware business. Clean stock, invoice value about \$30,000. Good corner location in county seat town in Northeastern Ohio, center of good farming community. Must be sold for cash. No brokers, not interested in special sales. Address Box B-883, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

## SALES REPRESENTATIVES WANTED

**WANTED—SALESMAN WHO CALLS ON** trade regularly to sell salesbooks, register forms, sealing tape. State territory covered. Address—Syracuse Salesbook Company, Dept. H, Syracuse, New York.

**SALESMEN WITH FOLLOWING HARDWARE, ELECTRICAL** stores to represent prominent New York manufacturer electrical heater cords. Good side line—commission basis—all territories. Address Box 746 Equity, 113 W. 42nd St., N. Y. City.

**SALESMAN DESIRING PERMANENT CONNECTION** WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

### SIDELINE SALESMEN WANTED

In territories excepting Chicago, New York and New England. Nationally known bird and bird food lines. Exclusive territories. Accounts and leads turned over.

Address  
**MAX GEISLER BIRD CO.**

50 Cooper Square, New York, N. Y.

## SALES REPRESENTATIVES WANTED

**WANTED—RESPONSIBLE AND CAPABLE MAN** to sell general line of galvanized, tin, japanned and enameled ware to the wholesale hardware and department store trade in the South. Give age, references, experience, salary expected, etc. Address Box B-943, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALESMEN: SELL ATTRACTIVE 10c-25c ITEM.** Rust and tarnish remover—metal—porcelain renewer. All hardware, chain, department, auto, sporting goods, drug, grocery and general stores. Attractive commission. Territories open. Address Box B-941, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALESMAN WANTED, CALLING ON RE-TAIL** hardware electrical dealers, to sell as a side line on a commission basis a line of electric light bulbs. American made with unusually large discounts. Large commission paid weekly. All territories open. All replies will be treated confidentially. Address Box B-940, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**WANTED—SALESMEN CALLING ON JOBBERS** and department stores, also those calling on hardware stores direct. We are manufacturing a newly patented self-wringing mop; nothing like it anywhere. Sells on sight. We have tried it out in the department stores in this city. Entire country open. Write for particulars. Address—Grand Automatic Mop Company, 6321 Charlevoix St., Detroit, Mich.

**REPRESENTATIVE WANTED FOR CHICAGO DISTRICT** to sell on commission basis old-established manufacturer's line builders', cabinet, light shelf hardware. Prefer salesman who knows builders' hardware, acquainted with retail hardware trade in this section. Give experience, lines now handling, references. Only first-class man considered. Replies held confidential. Address Box B-937, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALESMEN NOW SELLING NON-COMPETING LINES** to hardware and plumbing and heating trade. Here's your chance to connect with nationally known manufacturer to sell fast-moving, established line of malleable and cast iron quality pipe fittings. Territories still open: Greater New York, Philadelphia, Boston, Scranton, Wilkes-Barre, Harrisburg, Richmond, Jacksonville, Louisville, Toledo, Akron, Columbus, Grand Rapids, Duluth, Des Moines, Davenport, Peoria, Sioux City, Omaha, Butte, Cheyenne, Salt Lake City, Phoenix, El Paso and Houston. Full co-operation and generous commissions provide outstanding opportunity for permanent repeat business. Territories going fast; rush full details of yourself and experience to Box B-946, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

### Wanted—Factory Representative

For New York State, exclusive of Metropolitan District, by well-known manufacturer of Builders' Hardware, not at present represented in this territory.

Address Box B-885, care of

**HARDWARE AGE,**

239 W. 39th St., New York City

## SALES REPRESENTATIVES WANTED

**SALESMEN WANTED TO SELL AS A side line** on a commission basis a line of electric light bulbs manufactured under General Electric Company's patents. Several territories open. Must have following with wholesale trade only. Applicants must state territory wanted, also lines now carried. All replies will be strictly confidential. Address Economic Lamp Company, Malden, Mass.

**SALESMEN—TO SELL AMERICA'S MOST modern stove line—coal and wood ranges, combination ranges, heaters—full line.** Northern quality built, moderately priced. A high-class proposition for high-calibre men or sales organizations able to finance themselves. Territories available—Kentucky, Tennessee, Pennsylvania, Eastern Ohio, Virginias, Carolinas, Maryland, New Jersey, Delaware, New York State. Our present men know about this advertisement. Address Box B-945, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

## HELP WANTED

### NATIONALLY KNOWN MANUFACTURER IS LOOKING FOR AN EXPERIENCED HARDWARE MAN

Age 30 to 40 years, to take charge of their New York Office. Office has been established twelve years. Applicant must be acquainted with jobbing trade in Metropolitan District, Philadelphia, Baltimore, Washington and Virginia. Salary and bonus.  
Address Box B-947, care of **HARDWARE AGE**, 239 W. 39th St., New York City

## SALES ACCOUNTS WANTED

**VOLUME LINE WANTED FOR 1936** by factory representative with established following, calling on department stores, electrical, hardware and drug jobbers in Missouri, Eastern Kansas, Eastern Nebraska, Iowa and Minnesota. Address Box B-897, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALESMAN WITH FIFTEEN YEARS' EXPERIENCE** calling on department stores, wholesale and retail hardware stores in Buffalo, Rochester and Syracuse territory, is looking for one or more lines of merchandise for all or part of this territory. Give full details in first letter. Satisfactory references will be furnished. Address Box B-939, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**A DIRECT MANUFACTURERS' SALES ORGANIZATION** is open for a line with real sales possibilities. We are covering Alabama, Georgia, Florida, Louisiana, Tennessee, North and South Carolina, and Mississippi and Texas, and calling on all wholesale hardware jobbers, sporting goods stores, large department stores and public utilities. Address Box B-934, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.



## SALES ACCOUNTS WANTED

**MANUFACTURING RIGHTS WANTED BY CANADIAN FACTORY.** A large Canadian factory with 25 years' excellent manufacturing and selling record to the farm and hardware trade, can handle additional lines. Royalty or other basis. This is an opportunity for United States firm to find a profitable Canadian market without the expense of setting up plant. All communications held strictly confidential. Address Box B-951, care of **HARDWARE AGE**, 239 W. 39th St., New York City.

## POSITIONS WANTED

### Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

**NO CHARGE TO EMPLOYERS FOR THIS SERVICE**

If we can be of any help to you, just phone  
**ASSOCIATED PLACEMENT BUREAU**  
152 West 42nd Street New York City  
WIS. 7-1802, 1803

**TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE** covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**ACCOUNTANT-BOOKKEEPER, OFFICE MANAGER, EXECUTIVE.** 13 years' thorough experience, credits, collections, systematizer, complete office control, accustomed responsibilities; 9 years in hardware, plumbing, and real estate supplies. Good personality and references. Address Box B-942, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

## POSITIONS WANTED

**A GOOD SALESMAN WITH WIDE acquaintance** among jobbers and large retailers in the South and Southwest seeks connection with manufacturer. Has had long and varied experience in builders', shelf and heavy hardware, mill, mine and contractors' supplies. A hard worker. Address Box B-931, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**HARDWARE EXECUTIVE OVER 30 YEARS' experience** in wholesale and retail business as buyer, merchandise manager and sales promotion in general hardware, mill supplies, cutlery, sporting goods, house furnishings, electrical appliances. Supervised all departments. Retail sales \$450,000. Age 49. Live in Central States. Address Box B-932, care of **HARDWARE AGE**, New York City.

**HARDWARE SALES MANAGER RETAIL-WHOLESALE experience**, all branches of trade. Specialist in power tools. Past five years employed as manager of hardware division large chain store organization—trained in modern merchandising methods. Age 32, married, willing locate anywhere. Address Box B-948, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**BUILDERS' HARDWARE CONTRACT MAN EXPERIENCED** all classes building construction familiar leading manufacturers' lines (estimating from plans and specifications), template work on Kal. and H.M. doors, etc., capable manager builders' hardware department, seeks connection with reputable dealer or distributor. Location no object. Address Box B-949, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**YOUNG MAN LIVING IN New York City** with 11 years' retail experience in one establishment selling hardware, housefurnishings, paints, and electrical merchandise, desires connection with substantial retail concern, wholesaler or manufacturer. Electrical repairing and locksmith experience. Best of references. Address Box B-936, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

## POSITIONS WANTED

### SALES MANAGER WITH TEN YEARS' CONTACT

with hardware, mill supply and industrial fields, national and foreign, is ready to undertake a sales building job. Wide personal acquaintance among the larger buyers in these fields. Thoroughly experienced in sales direct to user as well as through jobber and dealer outlets. Also operation of branch sales offices and warehouses. American, with mature judgment and young enough to use it aggressively. Married. Speak several languages. Traveled extensively in field work and will locate anywhere. Willing to base compensation upon results accomplished.

Address Box B-935, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City

**SALESMAN, 10 YEARS' EXPERIENCE** SELLING the wholesale hardware trade in the Middle West, South and East. Single, free to travel. Salary or drawing account. Address Box No. 7576-A, care of **HARDWARE AGE**, 802 Otis Bldg., Chicago, Ill.

**SALESMAN WITH SEVEN YEARS' EXPERIENCE** in contacting hardware and housefurnishing jobbers, also department stores, in Metropolitan New York area, desires position with reputable manufacturer as New York salesman. Address Box B-950, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**THE UNDERSIGNED OFFERS HIS SERVICE** to a manufacturer who is seeking a reliable and experienced salesman to cover the Southern States, calling on the jobbing trade. Fifteen years' highly successful experience in the South calling on hardware jobbers. Address Box B-913, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

# Some Items of Interest

## *Did you know that—*

**Nine out of ten (92%) of the advertisers** using the national hardware papers during 1935 **used Hardware Age!**

and

**Seven out of Ten (69%) of those who used Hardware Age** during 1935 **used Hardware Age ONLY.**

This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the great hardware market.

Advertisers, experienced in marketing through the hardware trade, **know** that it **Pays to Concentrate in Hardware Age.**

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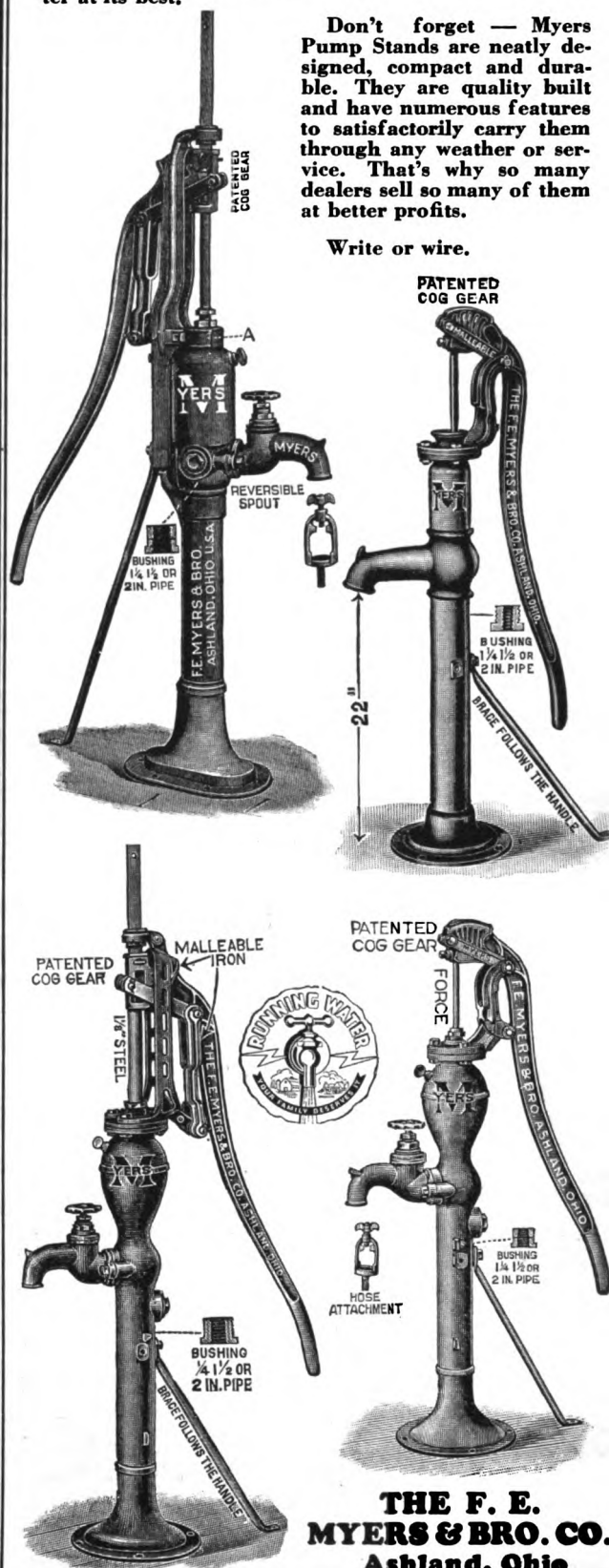
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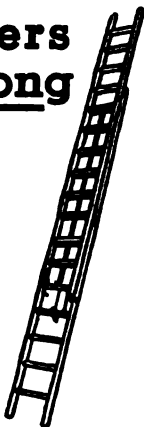
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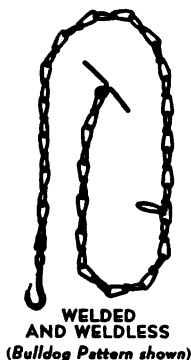
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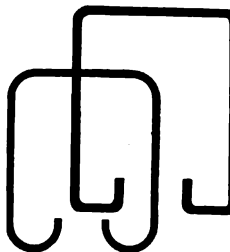
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